



## Optimization of Digital Marketing in Improving Marketing Performance

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**Abstract:** In the evolving era of digitalization, Majelis Ekonomi Perserikatan Muhammadiyah Sidenreng Rappang faces significant challenges in optimizing the utilization of its assets and adopting digital technology in its marketing strategies. This research aims to identify and develop effective digital marketing strategies to optimize the management of the organization's assets, including rice commodities. Using a SWOT analysis, this study identifies the strengths, weaknesses, opportunities, and threats faced by the organization. The SWOT analysis results in 12 alternative strategies, which are then evaluated using the Quantitative Strategic Planning Matrix (QSPM) to determine the priority strategies. The research findings indicate that the primary strategies Majelis Ekonomi Perserikatan Muhammadiyah Sidenreng Rappang should adopt are leveraging community connections to increase internet usage and digital marketing for rice commodities, optimizing community connections to build competitive advantages, and collaborating with local businesses to overcome resource limitations. These findings position the organization in Quadrant 1 of the strategy matrix, supporting the implementation of aggressive strategies to maximize opportunities and address existing challenges. This research provides valuable insights for the organization in designing and implementing effective digital marketing strategies to achieve its economic and social objectives.

**Keywords:** Asset Management; Digital Marketing Optimization, Marketing Performance; Quantitative Strategic Planning Matrix (QSPM); SWOT Analysis

### INTRODUCTION

In this era of digitalization, religious and local economic organizations, including the United Muhammadiyah Sidenreng Rappang Economic Council, face increasingly complex and dynamic challenges (Huda & Marjuki Duwila, 2023). Changes in consumer paradigms, developments in information technology, and globalization influence the way organizations interact with society and markets (Prabowo et al., 2023). The use of information and communication technologies, especially in the context of digital marketing, has become a key factor in increasing visibility, optimizing interactions with stakeholders, and achieving economic success (Khan et al., 2023).

However, the Muhammadiyah Sidenreng Rappang United Economic Council, as a local religious and economic institution, faces the reality that many of the assets it owns have not been utilized optimally as a source of income. Apart from that, there are also local businesses, including rice producers, who still face obstacles in adopting effective digital marketing strategies.

At the same time, technological developments have opened up new opportunities (Rusmanah et al., 2019). Digital marketing, as a marketing strategy that combines creativity, technology, and data analysis, has opened the door for organizations and rice producers to reach a wider audience, increase brand awareness, and expand market share (Rahadi & Wardiman, 2022). However, utilizing assets as a source of income and adopting digital marketing is not an easy task (SITORUS, 2022) (Hamid et al., 2023). Organizations and rice producers must understand digital consumer behavior, identify effective platforms, and formulate relevant and engaging messages.

Submitted: July 10, 2024; Revised: -;

Accepted: August 08, 2024; Published: August 20, 2024;

Website: <http://journalfeb.unla.ac.id/index.php/almana/article/view/2627>



The United Muhammadiyah Sidenreng Rappang Economic Council realizes the importance of integrating digital marketing strategies in its operations to optimize asset management, including rice commodities, and achieve its economic and social goals. Therefore, this research is very important. This research aims to develop new knowledge and expand understanding about managing organizational assets, including rice commodities, through digital marketing, taking into account particular assets that have not been fully utilized and local businesses, including rice producers, that still have challenges in adopting digital marketing

## METHODS

This research employs a mixed methods approach, combining both qualitative and quantitative techniques to explore the development of digital marketing strategies. This descriptive and analytical study aims to understand and optimize digital marketing practices to enhance the marketing performance of rice products. The research subjects include the management of the Economic Assembly and local business owners, while the research object focuses on the digital marketing strategies being implemented.

Qualitative data collection is conducted through in-depth interviews with stakeholders, scheduled from July to August 2024. This qualitative data aims to gain deep insights into the perspectives and experiences of managers and local business actors regarding the implementation of digital marketing. Concurrently, quantitative data collection is carried out through online surveys distributed to local business actors to gather broader and measurable data on digital marketing practices and outcomes. The survey is designed using a Likert scale to assess various aspects of digital marketing, including its effectiveness and audience acceptance.

Data analysis is conducted using the SWOT (Strengths, Weaknesses, Opportunities, Threats) and QSPM (Quantitative Strategic Planning Matrix) approaches to identify strengths, weaknesses, opportunities, and threats related to digital marketing, as well as to formulate the most appropriate strategies. This analysis takes place in September 2024 with the aid of data analysis software such as NVivo for qualitative data and SPSS for quantitative data. The analysis process follows standard data analysis procedures in mixed methods research, as described by (Dawadi et al., 2021). Digital marketing strategies are then formulated and planned based on the analysis results in October 2024.

The implementation of strategies and periodic evaluations are scheduled to take place from November 2024 to January 2025. During this period, digital metrics such as visit counts, sales conversions, and user engagement will be monitored using digital analytics tools like Google Analytics to measure the success of the strategies applied. This evaluation follows standard digital marketing practices as recommended by (Nyström, 2022)

## RESULTS AND DISCUSSION

In facing the ever-changing dynamics in this era of digitalization, the United Muhammadiyah Sidenreng Rappang Economic Council finds itself at an important crossroads. In an effort to increase well-being and positive impact in local communities, a deep understanding of the internal and external environments that influence an organization is crucial. Therefore, SWOT analysis, which maps strengths, weaknesses, opportunities, and threats, becomes a very important instrument to guide strategic steps (Samal & Dash, 2024). By exploring the internal dynamics that influence an organization's competitiveness, as well as considering the external factors that influence the success of strategy implementation, we can design appropriate action plans to



optimize the organization's potential and respond wisely to challenges that arise along the way.

### SWOT Analysis

SWOT is a strategic analysis tool used to evaluate internal and external factors that influence the success of an organization or project (Haryansyah, 2024) This analysis consists of four components: strengths, which refer to internal assets and capabilities that provide advantages; Weaknesses, which include limitations or shortcomings that hinder performance; opportunities (Opportunities), which include external conditions that can be exploited for profit; and threats, namely external factors that can pose risks or obstacles. By conducting a SWOT analysis, organizations can design more effective strategies to achieve their goals, exploit strengths and opportunities, and overcome weaknesses and threats.

#### Strength:

- **Community Connections:** The Muhammadiyah Economic Council has a strong network within the local community, which can be leveraged to expand the reach of digital marketing strategies.
- **Asset Availability:** Organizations have a variety of assets that have not been fully utilized, including land, buildings, and human resources which can be the main capital for developing digital marketing strategies.
- **Commitment to Social Goals:** Existing as a religious institution provides a strong moral foundation, attracting interest and support from the local community.

#### Weakness:

- **Limited Resources:** The Muhammadiyah Economic Council may have limitations in terms of human resources, budget, and technical skills required to implement digital marketing strategies effectively.
- **Lack of Digital Skills:** Lack of understanding of digital technology and lack of expertise in terms of online marketing can be a barrier to adopting effective digital marketing strategies.
- **Environmental Uncertainty:** Uncertain regulatory and policy changes, as well as local market fluctuations, can make it difficult to plan and implement digital marketing strategies.

#### Opportunity:

- **Increase in Internet Users:** The increasing number of Internet users in the area provides an opportunity to develop an online presence and reach a wider audience through digital marketing strategies.
- **Changes in Consumer Behavior:** Changes in consumer behavior towards increasingly using the internet to search for products and services create opportunities to expand market share through digital marketing.
- **Collaboration with Local Businesses:** Collaboration with local businesses can expand networks and create opportunities to combine resources and develop mutually beneficial digital marketing strategies.

#### Threat:

- **Competition from Competitors:** The existence of local or national competitors in the same industry can be a threat to the success of a digital marketing strategy.
- **Technological Change:** Rapid technological developments require rapid adaptation, making it difficult to stay current and relevant in digital marketing strategies.



- **Negative Community Response:** Negative responses or reluctance from local communities to interact online can hinder the effectiveness of digital marketing strategies.

This SWOT analysis can be the basis for designing an effective and adaptive digital marketing strategy for the United Muhammadiyah Sidenreng Rappang Economic Council.

**Evaluation of Internal Factors (EFI)**

In discussing Internal Factor Evaluation (EFI), the focus lies on analyzing the elements within the organization that influence the organization's performance and ability to achieve its strategic goals. This includes assessing internal strengths, such as qualified human resources, advantages in technology, and brand reputation, as well as identifying internal weaknesses such as deficiencies in infrastructure or lack of access to resources. Evaluation of these internal factors allows the Muhammadiyah Sidenreng Rappang United Economic Council to determine the organization's internal potential and limitations, assisting in designing strategies that utilize internal strengths while overcoming or improving existing weaknesses. Thus, EFI forms the basis for building strong and competitive organizational capabilities in a dynamic environment.

**Table 1. Internal Factor Evaluation Matrix (EFI)**

<b>Internal Factor Evaluation Matrix (EFI)</b>			
	<b>Weight</b>	<b>Rate</b>	<b>Score</b>
<b>(Strengths):</b>			
Community Connections	0.178	3.60	0.64
Asset Availability	0.206	3.40	0.70
Commitment to Social Goals	0.168	3.20	0.54
			1.88
<b>(Weaknesses):</b>			
Resource Limitations	0.187	2.20	0.41
Lack of Digital Skills	0.112	2.20	0.25
Environmental Uncertainty	0.150	2.00	0.30
	<b>1.00</b>		0.96

Source: Data processed by research (2024)

Based on the Internal Factor Evaluation Matrix (EFI) results, the strength that earned the strategy the highest score was "asset availability." This strategy utilizes various assets owned by the United Muhammadiyah Sidenreng Rappang Economic Council to improve economic performance and sustainability. Concrete steps that can be taken include inventorying and evaluating existing assets, including physical property, human resources, and digital infrastructure. With optimal utilization of these assets, organizations can develop new economic programs such as rice farming and property rental, which not only generate additional income but also provide benefits to local communities. In addition, the use of digital assets such as websites and social media can increase visibility and market reach, enabling Majelis Ekonomi to expand its customer base and increase product sales, including rice commodities. According to (Firdaus et al., 2023) and (Mahiroh et al., 2023) Asset management is a key aspect of maintaining organizational competitiveness in an era of continuously developing businesses.



Meanwhile, the weakness that received the lowest value or score in the Internal Factor Evaluation Matrix was "lack of digital skills." To overcome this weakness, specific strategies need to be implemented to improve digital skills within the organization. Steps that can be taken include organizing digital marketing training for members and administrators, as well as collaborating with technology experts or educational institutions to provide relevant skills development programs. In addition, it is important to develop an adequate technological infrastructure, including supporting hardware and software. By leveraging digital expertise, Majelis Ekonomi can more effectively implement digital marketing strategies, leverage online platforms to reach a wider audience, and improve operational efficiency. This not only helps in overcoming internal limitations but also prepares the organization to compete more effectively in the ever-evolving digital era. According to (Berliana & Ompusunggu, 2023) and (Kartini et al., 2024) Adaptation and mastery of various digital aspects are the keys to seizing opportunities and responding to challenges in the digital era.

#### Evaluation of External Factors (EFE)

In the discussion of External Factor Evaluation (EFE), the focus lies on analyzing factors outside the organization that have the potential to influence organizational performance and strategy. This process includes identifying factors such as changes in government policy, industry trends, public perceptions, and market dynamics that may provide opportunities or pose threats to the United Muhammadiyah Sidenreng Rappang Economic Council. Through a comprehensive evaluation of these external factors, organizations can identify potential growth opportunities and anticipate possible threats, guiding the development of strategies that are adaptive and responsive to the ever-changing external environment.

**Table 2. External Factor Evaluation Matrix (EFE)**

External Factor Evaluation Matrix (EFE)			
	Weight	Rate	Score
<b>(Opportunities):</b>			
Increase in Internet Users	0.192	3.00	0.58
Changes in Consumer Behavior	0.182	3.20	0.58
Collaboration with Local Businesses	0.182	3.40	0.62
			<b>1.78</b>
<b>(Threats):</b>			
Intense competition	0.141	2.20	0.31
Technology changes	0.162	2.00	0.32
Negative Community Response	0.141	2.80	0.40
	<b>1.00</b>		<b>1.03</b>

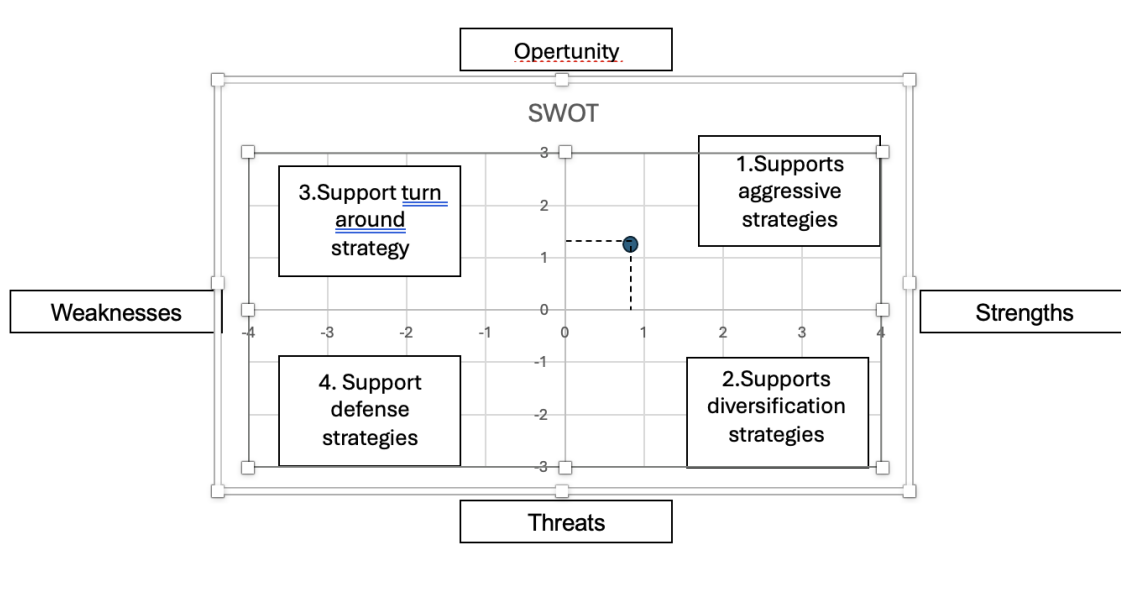
Source: Data processed by research (2024)

Based on the results of the External Factor Evaluation Matrix (EFE), the opportunity that received the strategy with the highest score was "Collaboration with Local Businesses." This strategy emphasizes the importance of establishing partnerships with local businesses to take advantage of existing opportunities in the market. By collaborating, the United Muhammadiyah Sidenreng Rappang Economic Council can combine resources and expertise with local businesses to develop stronger and more effective marketing initiatives. This collaboration can take various forms, such as joint product development, joint marketing campaigns, and joint training and development programs. The aim of this strategy is to create synergies that can expand market reach, increase operational efficiency, and strengthen competitive positions in

the local market. Thus, collaboration with local businesses not only helps in overcoming resource limitations but also opens up new opportunities for innovation and sustainable economic growth (Judijanto et al., 2023)

According to (Zainurrafiqi et al., 2023) increasing competition is a challenge for business actors, especially micro, small, and medium businesses. On the other hand, the threat that received the lowest value or score in the External Factor Evaluation Matrix was "Intense Competition." Strategies to face this threat must focus on differentiation and increasing competitiveness. The Muhammadiyah Sidenreng Rappang United Economic Council needs to develop a unique competitive advantage that can differentiate it from competitors. This can be done by improving the quality of products and services, implementing innovation in marketing and operational processes, and leveraging local advantages such as strong community relationships and commitment to social causes. In addition, more aggressive and innovative marketing strategies need to be implemented to attract consumer attention and increase customer loyalty. Thus, even though competition in the market is very tight, the Economic Assembly can remain competitive by continuing to adapt and innovate to meet the needs and expectations of the ever-growing market.

SWOT diagram



**Figure 1. SWOT Quadrants**  
 Source: Data processed by research (2024)

The SWOT diagram is a strategic analysis tool used to identify and evaluate strengths, weaknesses, opportunities, and threats that influence the success of an organization or project. (Prisdina & Faturrahman, 2023). From the results of this research, it was found that the research position was in Quadrant 1, which supports aggressive strategies. Quadrant 1 in the SWOT matrix shows that the United Muhammadiyah Sidenreng Rappang Economic Council has significant internal strengths and large external opportunities. This means they have strong and diverse assets, solid community connections, and a commitment to social purpose that can be optimized to capitalize on opportunities such as increasing internet users and changing consumer behavior. With these strengths, organizations can develop proactive strategies to expand



and strengthen their digital presence, increase internet usage, and adopt digital marketing more widely, especially for rice commodities.

Aggressive strategies that can be implemented include optimal utilization of available assets to support digital marketing initiatives and increasing digital skills among community members. With strong community connections, the Economic Council can educate and encourage community members to adopt digital technology, thereby increasing marketing effectiveness and market reach. Additionally, collaboration with local businesses can be maximized to combine resources and expertise, creating greater synergy in marketing and operational efforts, This result is in line with what was done by (Erwin et al., 2023). This aggressive approach allows organizations to strengthen competitiveness, achieve sustainable growth, and respond more effectively to market dynamics while mitigating risks that may arise from internal weaknesses and external threats.

**Table 3. SWOT Analysis**

	(Strengths):	(Weaknesses):
(Opportunities):	<ul style="list-style-type: none"> <li>• Community Connections</li> <li>• Asset Availability</li> <li>• Commitment to Social Goals</li> </ul> <p style="text-align: center;"><b>SO</b></p> <ul style="list-style-type: none"> <li>• Utilizing Community Connections to Increase Internet Use and Digital Marketing of Rice Commodities.</li> <li>• Linking Asset Availability with Changes in Consumer Behavior in Rice Consumption.</li> <li>• Explore Collaboration Opportunities with Local Businesses Based on Community Connections to Market Rice.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited Resources</li> <li>• Lack of Digital Skills</li> <li>• Environmental Uncertainty</li> </ul> <p style="text-align: center;"><b>WO</b></p> <ul style="list-style-type: none"> <li>• Training and Development of Digital Marketing Skills for Rice Commodities and other assets.</li> <li>• Collaborate with Local Businesses to Overcome Resource Limitations.</li> <li>• Capitalize on Opportunities for Increased Internet Users to Improve Operational Sustainability.</li> </ul>
(Threats):	<p style="text-align: center;"><b>ST</b></p> <ul style="list-style-type: none"> <li>• Optimize Community Connections to Build Competitive Advantage</li> <li>• Diversify the Use of Assets to Deal with Technological Change</li> <li>• Increasing Commitment to Social Goals to Overcome Negative Community Responses</li> </ul>	<p style="text-align: center;"><b>WT</b></p> <ul style="list-style-type: none"> <li>• Optimize Use of Limited Resources to Compete in a Tight Environment</li> <li>• Improved Digital Skills to Adapt to Technological Changes</li> <li>• Managing Environmental Uncertainty through Flexibility and Responsiveness</li> </ul>

Source: By research (2024)



**QSPM**

Quantitative Strategic Planning Matrix (QSPM) is a strategic analysis tool used in business planning to help organizations evaluate and prioritize various alternative strategies based on key success factors. By identifying key success factors and assigning weights to each factor, QSPM allows organizations to measure how well each alternative strategy meets or supports those factors. By calculating a total score for each strategy based on an assessment of these factors, QSPM helps organizations make more informed and effective strategic decisions, enabling them to focus on the strategies most worthy of prioritization in achieving their business goals.

**Table 4. QSPM Score Ranking Results**

STRATEGY	Weight	1 AS	TAS	2 AS	TAS	3 AS	TAS	4 AS	TAS	5 AS	TAS	6 AS	TAS	7 AS	TAS	8 AS	TAS
Recapitulation of respondents' answers to the QSPM Questionnaire																	
<b>(Strengths):</b>																	
Community Connections Asset Availability	<b>0.18</b>	5.0	0.89	4.0	0.71	4.2	0.75	5.0	0.89	5.0	0.89	3.6	0.64	5.0	0.89	3.0	0.53
Commitment to Social Goals	<b>0.21</b>	5.0	1.03	4.2	0.86	4.0	0.82	5.0	1.03	5.0	1.03	4.4	0.90	5.0	1.03	3.4	0.70
<b>(Weaknesses):</b>																	
Resource Limitations	<b>0.17</b>	5.0	0.84	4.0	0.67	4.2	0.71	5.0	0.84	5.0	0.84	5.0	0.84	5.0	0.84	4.0	0.67
Lack of Digital Skills	<b>0.19</b>	4	0.75	4	0.75	4	0.75	4.6	0.86	4.0	0.75	4	0.75	4	0.75	3.0	0.56
Environmental Uncertainty	<b>0.11</b>	5	0.56	4	0.45	4	0.45	4.0	0.45	5.0	0.56	4.4	0.49	4	0.45	3.2	0.36
<b>(Opportunities):</b>																	
Increase in Internet Users	<b>1.00</b>																
Changes in Consumer Behavior	<b>0.19</b>	5	0.96	4	0.77	4	0.77	5	0.96	5	0.96	4	0.77	5	0.96	4	0.77
Collaboration with Local Businesses	<b>0.18</b>	5	0.91	4	0.73	4	0.73	5	0.91	5	0.91	4	0.73	5	0.91	4	0.73
<b>(Threats):</b>																	
Intense competition	<b>0.18</b>	5	0.91	4	0.73	4	0.73	5	0.91	5	0.91	4	0.73	5	0.91	4	0.73
Technology changes	<b>0.14</b>	4.4	0.62	4	0.57	4.2	0.59	3.6	0.51	4.4	0.62	4	0.57	4	0.57	4.4	0.62
Negative Community Response	<b>0.16</b>	4	0.65	5	0.81	3	0.48	4	0.65	4	0.65	4.8	0.78	5	0.81	3.6	0.58
	<b>0.14</b>	4	0.57	5	0.71	4	0.57	3	0.42	4	0.57	5	0.71	5	0.71	3.6	0.51

Source: Data processed by research (2024)





STRATEGY		9		10		11		12	
Recapitulation of respondents' answers to the QSPM Questionnaire	BOBOT	AS	TAS	AS	TAS	AS	TAS	AS	TAS
<b>(Strengths):</b>									
Community Connections	<b>0.18</b>	5.0	0.89	4.0	0.71	4.2	0.75	5.0	0.89
Asset Availability	<b>0.21</b>	5.0	1.03	4.2	0.86	4.0	0.82	5.0	1.03
Commitment to Social Goals	<b>0.17</b>	5.0	0.84	4.0	0.67	4.2	0.71	5.0	0.84
<b>(Weaknesses):</b>									
Resource Limitations	<b>0.19</b>	4	0.75	4	0.75	4	0.75	4.6	0.86
Lack of Digital Skills	<b>0.11</b>	5	0.56	4	0.45	4	0.45	4.0	0.45
Environmental Uncertainty	<b>0.15</b>	4	0.60	5	0.75	5	0.75	4.0	0.60
	<b>1.00</b>								
<b>(Opportunities):</b>									
Increase in Internet Users	<b>0.19</b>	5	0.96	4	0.77	4	0.77	4	0.77
Changes in Consumer Behavior	<b>0.18</b>	5	0.91	4	0.73	4	0.73	4	0.73
Collaboration with Local Businesses	<b>0.18</b>	5	0.91	4	0.73	4	0.73	5	0.91
<b>(Threats):</b>									
Intense competition	<b>0.14</b>	3	0.42	4	0.57	4.2	0.59	3.6	0.51
Technology changes	<b>0.16</b>	3	0.48	4	0.68	3	0.48	4	0.65
Negative Community Response	<b>0.14</b>	3	0.42	5	0.71	4	0.57	3	0.42

Source: Data processed by research (2024)



**Table 5. Strategy Rengking**

count	Ranking	STRATEGY
9.276	1	Utilizing Community Connections to Increase Internet Use and Digital Marketing of Rice Commodities.
9.410	2	Optimizing Community Connections to Build Competitive Advantage
9.276	3	Collaboration with Local Businesses to Overcome Resource Limitations.
9.021	4	Training and Development of Digital Marketing Skills for Rice Commodities and other Assets.
8.775	5	Increasing Commitment to Social Goals to Overcome Negative Community Responses
8.647	6	Managing Environmental Uncertainty through Flexibility and Responsiveness
8.495	7	Leveraging Opportunities for Increased Internet Users to Improve Operational Sustainability.
8.494	8	Linking Asset Availability with Changes in Consumer Behavior in Rice Consumption.
8.364	9	Optimizing Use of Limited Resources to Compete in a Tight Environment
8.085	10	Exploring Collaboration Opportunities with Local Businesses Based on Community Connections to Market Rice.
8.085	11	Increasing Digital Skills to Adapt to Technological Changes
7.238	12	Diversifying Asset Use to Deal with Technological Change

Source: Data processed by research (2024)

Based on the results of data analysis using QSPM, three alternative strategies with the highest scores that can be used are obtained, namely

Utilizing Community Connections to Increase Internet Use and Digital Marketing of Rice Commodities.

Based on the results of data analysis using the Quantitative Strategic Planning Matrix (QSPM), three alternative strategies with the highest scores were obtained that could be used by the United Muhammadiyah Sidenreng Rappang Economic Council. The first strategy that stands out is "Utilizing Community Connections to Increase Internet Use and Digital Marketing of Rice Commodities." This strategy is based on the organization's main strength, namely a strong community network, which can be optimized to expand internet use among its members and the surrounding community. By increasing digital literacy and internet use, organizations can promote rice commodities through various digital platforms, thereby increasing visibility and market access. The results of this research are in line with those carried out by (Alshurideh et al., 2024) which states that good technology will have a positive and significant impact on increasing the marketing performance of a product in Jordan.

Implementation of this strategy involves concrete steps such as holding digital marketing training for community members and local business owners, as well as developing interesting and relevant content about the rice commodity. In addition, this strategy also includes collaboration with internet and technology service providers to ensure wider and better access to digital resources. Thus, this strategy not only increases the use of the internet and technology among the community but also opens up new opportunities for more effective and efficient digital marketing, which will ultimately have a positive impact on increasing sales and local economic prosperity.



### Optimizing Community Connections to Build Competitive Advantage

Based on the results of data analysis using the Quantitative Strategic Planning Matrix (QSPM), the second strategy with the highest score that can be used by the Muhammadiyah Sidenreng Rappang United Economic Council is "Optimizing Community Connections to Build Competitive Advantage." This strategy aims to utilize the strength of existing community networks as a foundation for creating sustainable competitive advantages. By optimizing community connections, organizations can be more effective in disseminating information, gathering support, and implementing initiatives that increase competitiveness in the marketplace (Marselina et al., 2024)

Implementing this strategy involves several key steps, such as strengthening relationships with community members and local stakeholders, as well as developing programs that encourage active participation from the community. In addition, this strategy also includes creating forums or discussion groups that allow sharing of knowledge and experiences between community members, thereby creating closer collaboration and more innovation. Thus, strong community connections not only serve as a marketing tool, but also as a platform to strengthen the brand, increase customer loyalty, and provide unique added value compared to competitors. The result is an improvement in the organization's competitive position in the marketplace, which contributes to economic growth and long-term sustainability.

### Collaboration with Local Businesses to Overcome Resource Limitations.

Based on the results of data analysis using the Quantitative Strategic Planning Matrix (QSPM), the third strategy with the highest score that can be adopted by the Muhammadiyah Sidenreng Rappang United Economic Council is "Collaboration with Local Businesses to Overcome Limited Resources." This strategy focuses on utilizing local business networks to overcome the obstacles faced, especially in terms of limited resources. By establishing strong partnerships with local businesses, the Economic Council can access a variety of additional resources, be it financial, technological, or expertise.

Implementing this strategy involves identifying and selecting local business partners who have an aligned vision and mission, as well as the potential for mutual benefit. Concrete steps that can be taken include drafting clear cooperation agreements that benefit both parties, organizing joint training programs, and sharing facilities and technology. In addition, this strategy also includes the creation of a collaborative platform that enables the exchange of information and innovation between local businesses ((Hasibuan et al., 2022). Thus, this collaboration not only helps overcome resource limitations but also encourages synergies that can increase operational efficiency, expand market reach, and create greater added value. Ultimately, this strategy is expected to strengthen the competitiveness of the United Muhammadiyah Sidenreng Rappang Economic Council and make a positive contribution to local economic development.

## CONCLUSION

This research concludes that the Muhammadiyah Sidenreng Rappang United Economic Council can improve its marketing performance by utilizing community connections to expand the use of the Internet and digital marketing of rice commodities, optimizing available assets, and collaborating with local businesses to overcome resource limitations. These strategies, prioritized based on SWOT and QSPM analysis, provide a strong foundation for developing a more effective digital marketing approach, increasing visibility and competitiveness in the market, and strengthening the organization's position in achieving its economic and social goals in the digital era.



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