

## Implementation of the Digital Promotion Mix to Increase Sales at Kaspas Kids in Sidoarjo

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### ABSTRACT

This study highlights the importance of digital promotion mix in increasing sales, focusing on a case study of Kaspas Kids in Sidoarjo, which utilizes TikTok as a marketing platform. A qualitative case study approach was used, with data collected through interviews with the owner and two marketing staff, observation of TikTok content, and documentation of sales and promotional activities. The findings show that strategies such as TikTok Ads, promotional videos, affiliate collaborations, live streaming with trained hosts, and interactive features positively impact consumer engagement. This study contributes to the literature on social media-based digital marketing and serves as a reference for MSMEs to optimize digital platforms. Future research is recommended to explore other platforms such as Instagram Reels and YouTube Shorts, and to apply consumer data-based approaches for more personalized marketing strategies.

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## INTRODUCTION

Digital transformation has revolutionized various sectors of life, including the business and marketing world. Changes in consumption patterns, with people increasingly relying on digital media to search for information, compare products, and make transactions, demand that business actors adjust their marketing strategies. Digitalization has become a vital element in reaching consumers more quickly, broadly, and efficiently. In the context of modern marketing, the use of media is not only intended as an interaction tool but can also serve as a strategic promotional channel. This has become essential for entrepreneurs, particularly in the Micro, Small, and Medium Enterprises (MSMEs) sector. One industry significantly affected by these changes is the fashion industry, including children's fashion. Fashion products are no longer positioned merely as basic needs but as representations of lifestyle, self-expression, and identity. This makes the fashion industry a competitive and ever-evolving market that follows trends. In this industry, creativity and the ability to adapt to technology are decisive factors for success. One of the digital platforms that has become popular for promotional purposes is TikTok. With its dynamic and interactive short video format, TikTok is able to build emotional closeness between brands and consumers, as well as create an engaging and personalized shopping experience.

Kaspa Kids, an MSME engaged in children's clothing sales and based in Sidoarjo, is an example of a business actor that has tried to adapt to digital marketing. Kaspa Kids utilizes TikTok as its main platform to promote its products. Since 2022, their TikTok account (@kaspakids) has managed to gather more than 22,000 followers, indicating that their chosen digital approach has its own appeal to the audience. Nevertheless, data shows that sales performance has not increased—in fact, there has been a decline in turnover during certain periods. This indicates a mismatch between the implemented promotional strategies and the continuously changing needs and behaviors of the digital market. Some of the problems faced by Kaspa Kids include suboptimal use of digital promotion features such as TikTok Ads, interactive live streaming, bundling promotions, and collaborations with affiliates or influencers. The promotions carried out are also still general in nature, unstructured, and have not utilized certain promotional moments such as holidays or seasonal trends. In addition, direct, personalized marketing through instant messages or email has not been maximized, even though this strategy has great potential to build closer relationships with consumers.

The digital promotional mix is a strategic approach to address these issues. According to Kotler and Keller (2012), there are five components: advertising, sales promotion, personal selling, public relations, and direct marketing. Among these five elements, each plays an important role in delivering messages to buyers. The planned and targeted application of a digital promotional mix is expected to increase visibility, engagement, and ultimately drive higher sales. This research was conducted to analyze the application of the digital promotional mix at Kaspa Kids and to identify the extent of its impact on increasing product sales. The main focus of this study is on the use of TikTok as a promotional

medium and how each element of the promotional mix can be integrated into an effective digital marketing strategy. It is hoped that this research can enhance various elements needed by MSME actors, especially in the children's fashion industry, and serve as an academic reference for developing studies on digital marketing in the modern era.

## **THEORETICAL REVIEW**

### ***Previous research***

Previous research is used to provide a theoretical foundation and context for the topic being studied, as well as to avoid duplication of studies. The following are several relevant studies:

1. Rahmi et al. (2020) examined the implementation of the promotional mix in the tourism sector and found that consistent use of social media was able to increase visitor numbers.
2. Nufus & Handayani (2021) showed that promotional strategies through TikTok were effective in boosting sales through engaging content and interaction.
3. Nurendah et al. (2022) provided digital marketing training to MSMEs and concluded that understanding the digital promotional mix is very important for improving competitiveness.
4. Tambrin & Gumylang (2022) explained that a comprehensive promotional mix can increase purchase interest and the number of resellers.
5. Zahro & Firmansyah (2021) demonstrated that the implementation of appropriate promotional strategies significantly increased sales volume.
6. Ekasari et al. (2023) found that digital marketing and packaging innovation support the effectiveness of promoting local products.
7. Yunita & Handayani (2020) studied promotional strategies in social events and stated the importance of advertising and public relations.

### ***Theoretical Framework***

#### ***Promotion***

Promotion is an interaction carried out by companies to communicate the function of their products and create product recall in the minds of consumers (Kotler & Keller, 2012). The main objectives of promotion include: Providing information, Influencing purchasing decisions, Building brand awareness, Modifying consumer behavior

Promotional Mix According to Kotler and Keller (2012), there are five main elements of promotion:

1. Advertising  
Advertising is a form of non-personal communication aimed at promoting ideas, products, or services sponsored by a specific party.
2. Personal Selling  
Personal selling is direct communication with one or more prospective buyers to conduct presentations, exchange questions, and generate purchases.

3. Sales Promotion Sales promotion consists of various incentives designed to encourage consumers to try and purchase a product or service. This strategy is used to increase buying interest and attract new customers.
4. Public Relations and Publicity This is a strategic activity aimed at promoting, increasing visibility, and maintaining a positive image of the company or each product offered to the public. Such programs can include marketing campaigns, public relations activities, branding strategies, and various initiatives intended to build customer trust and loyalty.
5. Direct Marketing Direct marketing is a method that uses mail, telephone, fax, email, and the internet to personally interact with potential and existing customers with the aim of obtaining responses or building communication.

Social Media According to Widiastuti (2018), social media is a platform that allows users to create, share, and interact with various content. Its characteristics include:

- High interactivity
- Users as content creators
- Dependence on social networks
- Provision of global connectivity

## **METHODOLOGY**

### ***Research Approach***

This study employed a qualitative approach using a case study method. This approach was used to understand the implementation of the digital promotional mix by Kaspas Kids within its real-life context. According to Walidin & Tabrani (2015), a qualitative approach aims to present a comprehensive and in-depth description of a social phenomenon. The case study was chosen to reveal the distinctive and unique characteristics of Kaspas Kids' marketing strategy, particularly through the digital platform TikTok. This approach enabled the researcher to obtain detailed data through interviews, observation, and documentation.

### ***Research Location and Period***

Research Location: Kaspas Kids, Sidoarjo Regency, East Java.

Research Period: The research was conducted over 90 days, including planning, data collection, analysis, and reporting of the research results.

### ***Research Informants***

Informants in this study were selected purposively, namely individuals considered to have relevant knowledge and experience regarding the research object. The informants consisted of:

1. Owner of Kaspas Kids
2. Employees from the digital marketing division

### ***Data Collection Methods***

This study was carried out using three main data collection techniques:

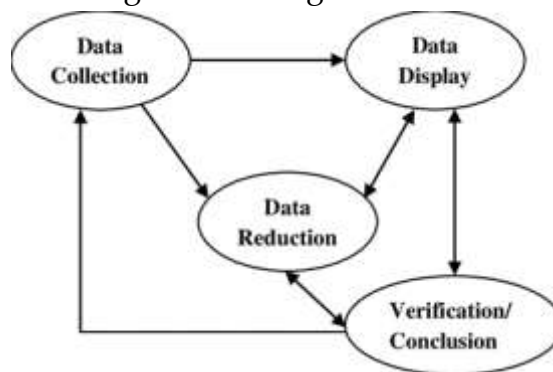
**Observation:** Conducted on the digital promotion activities run through the TikTok account @Kaspakids, including content, features used, and interactions with consumers.

**Interviews:** In-depth interviews were conducted with the main informants to explore strategies, challenges, and outcomes of implementing the digital promotional mix.

**Documentation:** Data collected included screenshots of sales results, follower growth charts, live streaming performance, and promotional content documentation.

### *Data Analysis Technique*

The data analysis technique used in this study followed the model of Miles and Huberman (1992), consisting of three stages:



Source: Miles and Huberman, 1992

**Figure 1. Data Analysis Process**

1. Data Reduction: Filtering irrelevant information, simplifying, and organizing data to focus on the main issues.
2. Data Display: Arranging data in narrative form, tables, and charts to facilitate analysis and interpretation.
3. Conclusion Drawing and Verification: Compiling findings and continuously verifying them throughout the analysis process.\

### *Implementation of the Promotional Mix*

In this study, the implementation of the digital promotional mix was analyzed through five main elements (Kotler & Keller, 2012), namely:

1. Advertising: TikTok Ads, live ads, promotional videos, affiliate marketing, Stitch, and Stories.
2. Personal Selling: Live streaming and its delivery approach.
3. Sales Promotion: Discounts, cashback, gifts, bundling, and flash sales.
4. Public Relations: Promotional events and social activities.

5. Direct Marketing: Personalized communication via WhatsApp, social media, and email.

## RESULTS

### *Advertising*

#### *Tiktok Video Ads*

Table 1. Before and After the Implementation of Video Ads Source: Kaspas Kids, 2025

Indicator	Before	After
GMV	IDR 30,2 K	Rp 1,1 billion
Items Sold	1	18
Early Impressions	539	7145
Increased Impressions	153	1,7 K
CTR	11,56 %	15,8 %
CTOR	7,69 %	10,3 %
Conclusion	5	103
Commentary	0	0
Share	0	3
GMV Direct	Rp 30,2K	Rp 1,1 billion
New Followers	16	81
AOV	Rp 30,2K	Rp 61,1K

Initially, Kaspas Kids did not utilize TikTok Ads in its marketing strategy. The content uploaded to the TikTok platform relied solely on organic reach without the support of paid promotions. As a result, the video reach was very limited, with the average number of viewers per video being only around 539. The level of engagement was also relatively low, as shown by the minimal interactions in the form of likes, comments, and shares. In addition, the overall account performance—including Gross Merchandise Value (GMV) and the number of product clicks—was also at a suboptimal level.

However, after Kaspas Kids began implementing TikTok Ads as part of its digital promotion mix strategy, there was a significant improvement in content performance. The number of video views increased drastically, reaching 7,145 viewers, an increase of 23.85% compared to before the use of ads. This growth also positively impacted other metrics, such as the number of visitors to the product pages, the click-through rate on purchase links, and the number of products sold. The Gross Merchandise Value (GMV) experienced a sharp rise, indicating increased transaction activity as a direct result of broader audience reach.

### *Tiktok Live Streaming Ads*

Table 2. *Before and After Implementation of Live Streaming Ads*

Indicator	Before	After
GMV	IDR 764,1 K	Rp 2,7 billion
Items Sold	18	43
Estimated Commission	Rp 0	Rp 0
Commission Basis	IDR 689 K	IDR 2,6 billion
Products Viewed	6.3 K	13.2 K
Click Products	445	863

Source : Kaspas kids, 2025

Previously, Kaspas Kids had never taken advantage of the *Live Streaming Ads* feature available on the TikTok platform as part of their digital marketing strategy. This has led to very low audience engagement during live broadcasts, with viewership numbers declining dramatically over time due to the absence of paid promotions to reach a wider audience.

However, after implementing *Live Streaming Ads*, there was a significant increase in viewership and engagement during live sessions . Kaspas Kids managed to reach more TikTok users in *real-time*, building two-way communication to consumers. This change has proven to have a positive impact on increasing sales and strengthening *the brand's* position in the competitive digital market.

### *Promotional Videos*

Table 3. *Before and After Implementation of Videos with Interesting Content*

Indicator	Before	After
Video Views	315	1435
Average Watch Time	5.1 seconds	4.5 seconds
Total Playtime	0 D 28 min 12 sec	4 D 56 min 13 sec
Watch the video in its entirety	0,91 %	4,4 %
New Followers	0	48
Estimated Reward	\$0.00	\$0.00

Source : Kaspas kids, 2025

Previously, Kaspas Kids tended to rely on video content cut from *live streaming* sessions as the main material in its digital promotion. Although this strategy is efficient in terms of time and production, it is not able to attract the attention of the audience to the maximum. Video snippets from *live streams* generally lack a strong narrative, are poorly edited with interest, and are not tailored to TikTok's typical short-form content preferences. As a result, video



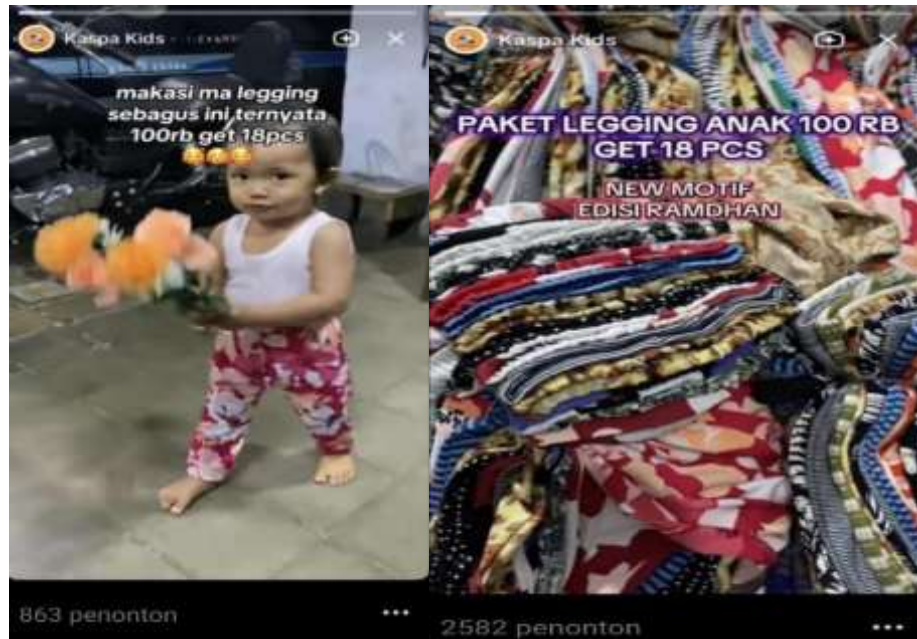
Watch the video in its entirety	12,53 %	12,44 %
New Followers	0	27
Estimated Reward	\$0.00	\$0.00

Source : Kaspakids, 2025

At first, Kaspakids never took advantage of the *Stitch* feature in their video content strategy on TikTok. The *Stitch* feature, which allows users to combine snippets of other people's videos into their own, has not been considered a potential promotional tool by Kaspakids. As a result, the resulting content tends to be one-way and less interactive, so it is not able to encourage the participation of other users in creating broader conversations or engagement. This makes organic reach limited and opportunities to build a community around the brand less than optimal.

However, after understanding the potential of this feature, Kaspakids is now starting to use *Stitch* in their promotional content. By combining elements from other users' videos, Kaspakids is able to create content that is more dynamic and relevant to the audience. Using *Stitch* has been shown to increase video views, extend watch time, and increase engagement rates such as comments and *shares*. In addition, this feature also helps strengthen relationships with the TikTok user community because it gives a collaborative and responsive impression to ongoing trends. This change in strategy shows that Kaspakids is increasingly adaptive in optimizing social media features to expand their reach and increase the effectiveness of their digital promotions.

### Tiktok Stories



Source : Kaspakids, 2025

Figure 3. Results of the implementation of the tiktok stories feature

At first, Kaspas Kids almost never used the TikTok Stories feature as part of their digital promotion strategy. Uploaded content focuses more on *regular videos* in the *feed*, while the *Stories* feature, which is temporary and appears directly on the user's main page, is not taken advantage of to its full potential. As a result, the potential to reach audiences quickly and create brief but impactful interactions is overlooked. In fact, TikTok *Stories* has the advantage of building closeness with the audience through light, spontaneous, and more personal content.

As time goes by and the evaluation of digital strategies, Kaspas Kids is now starting to actively utilize the TikTok *Stories* feature in its promotional campaigns. They use *Stories* to show you the latest product trailers, to exclusive flash promos. This change has a positive impact on brand visibility, which can be seen from the increase in the number of *Stories* viewers to thousands *of views* per upload. In addition, user interaction also increases, both through direct messages and responses to the content displayed. The consistent use of *Stories* has been one of Kaspas Kids' strategic steps in building *engagement* and maintaining relevance in the midst of fierce digital market competition.

### ***Personal Selling***

#### ***Live Streaming Time***

Table 5. Difference in *Morning and Evening* Live Streaming Results

Indicator	Before	After
GMV	IDR 611,8 K	Rp 907,3 K
Items Sold	11	16
Estimated Commission	Rp 0	Rp 0
Commission Basis	IDR 582,4 K	IDR 872,1 K
Products Viewed	5.1 K	7.2 K
Click Products	366	493

Source : Kaspas kids, 2025

Based on the results of observations during the study, it is known that the time of *live streaming* greatly affects the level of engagement obtained by Kaspas Kids. When going *live* in the morning, the audience tends to be small, interaction is minimal, and sales conversions are relatively low. This is suspected because in the morning the potential audience is still busy with main activities such as school or work, so they are less responsive to promotional content.

In contrast, when *live streaming* is done at night, the results obtained are much more positive. The number of viewers increased significantly, comments and interactions took place, and there was an increase in direct orders during the session. This fact shows that choosing the right time, especially at night when the audience is more relaxed and has free time, is an important factor in increasing the effectiveness of promotions through live broadcasting.

*Live Streaming Host Hosting*



Source : Kaspas kids, 2025

**Figure 4. Training for Live Streaming Hosts**

In the early stages of implementing *the live streaming* strategy, the Kaspas Kids host was still not optimal. *Hosts* tend to appear less confident, monotonous, and less interactive in conveying product information and communicating with the audience. This causes *the live* session to feel less interesting and unable to maintain the audience's attention for a long duration. As a result, the number of viewers often decreases significantly as *the live* progresses, and the sales conversion rate during the broadcast is also relatively low.

Realizing the importance of the role of hosts in the success *of live streaming*, the researchers then provided special training to hosts to improve their ability to host *live* sessions. This training includes effective communication techniques, the use of persuasive language, attractive facial expressions and gestures, and mastery of promotional features during *live*.

After going through the training, the host's performance improved during *the live* session to become more lively, interactive, and able to build closeness with *the audience*. This has a direct impact on increasing the number of viewers, watch duration, and transaction value that occurs during *the live* session. This change shows that the quality of host delivery is a critical factor in creating a successful *live stream* and impacting sale

*Live Streaming Settings*

Table 6. Difference in Kaspas Kids Viewer Results When Using Promotional Content Settings on Live Streaming in 1 Week

Indicator	Before	After
GMV	IDR 5,1 billion	IDR 6,4 billion
Items Sold	85	101
Estimated Commission	Rp 0	Rp 0
Commission Basis	Rp 4,9 billion	IDR 6,2 billion
Products Viewed	28.9 K	35.1 K
Click Products	1.9 K	2.8 K

Source : Kaspas Kids, 2025

Previously, Kaspa Kids had never used the live setting of promotional content in their *live stream*. This causes a low number of viewers and a lack of interaction with the audience during the broadcast and a decrease in the various *engagements* obtained.

However, after starting to implement the live setting strategy, the results obtained showed a significant improvement. The number of viewers in *live* sessions increased sharply, engagement with the audience became more active, and sales conversions soared. This success shows that the implementation of the right *live* content settings can be a key factor in attracting buyers' attention to buy products in *real-time*.

### Sales Promotion

#### Price Psychology Discount



Source : Kaspa kids, 2025

Figure 5. Before and After Application of Price Discount Psychology

At first, Kaspa Kids had never implemented a price discount psychology strategy in its promotional activities. The products offered are always displayed at normal prices, without any visual price adjustments such as discount label price scribbles that are able to trigger consumer perception of shopping profits. As a result, consumer buying interest tends to be flat because there is no emotional drive to make a purchase immediately. This static pricing strategy also makes the product less prominent than competitors who have already used discounts as the main attraction.

However, after evaluating consumer behavior patterns, Kaspa Kids began to apply a price discount psychology approach, such as listing the old price that was crossed out and highlighting the new lower price. The discounts displayed are not only informative, but also designed to create a limited or exclusive impression. The results have proven to be effective, with an increase in the number of clicks on products, the duration of visits to sales pages, and purchase conversions. Consumers responded more positively because they felt they were getting a special offer, so the strategy applied to increase sales directly, but could

improve the image of Kaspas Kids with a brand that provides more value to its customers.

### Program Cashback



Source : Kaspas kids, 2025

Figure 6. Before and After Implementation of the Cashback Program

Initially, Kaspas Kids never implemented a *cashback* program as part of its sales promotion strategy. All transactions are made without any additional incentives that can encourage loyalty or increase the attractiveness of purchases. As a result, consumers only focus on the price of the product without feeling the profit of more from each transaction made. This makes the potential to create repeat purchases low and less competitive in using *cashback applications*.

However, along with increasing competition in the digital market, Kaspas Kids began to implement a *cashback* program that gives consumers returns in the form of shopping points after making certain purchases. These points can be used for future transactions, thus creating an incentive for consumers to return to shopping. Once the program was running, the results were very positive: there was an increase in the frequency of repurchases, increased consumer engagement, and customers felt more valued for getting additional benefits. The implementation carried out has an impact on increasing the number of customers, but in terms of success between Kaspas Kids and its customers.

### Gifting



Source : Kaspas kids, 2025

### Figure 7. Before and After Gifting

Initially, Kaspas Kids had implemented a strategy of giving bonuses to every product purchase, such as small gifts or additional products to attract consumer interest. This strategy is quite effective in increasing buyer enthusiasm. However, the program was stopped due to operational efficiency and limited stock. After some time not being implemented, the bonus strategy is now reactivated by Kaspas Kids as part of an effort to increase sales attractiveness amid fierce digital competition.

Currently, the bonus is given on a scheduled basis, namely once a week to the first 10 buyers who make a transaction on a predetermined day. This strategy not only creates enthusiasm and urgency for consumers to shop right away, but also increases the frequency of purchases in a short period. The results of the re-implementation of this program show a very positive impact. The volume of transactions increased, and many consumers responded positively through comments and product reviews. This weekly bonus also strengthens customer loyalty and forms the perception that Kaspas Kids is a brand that actively appreciates its consumers, which ultimately drives sustainable sales growth.

### Package Bundling



Source : Kaspas kids, 2025

### Figure 8. Before and After Bundling Package Implementation

Previously, Kaspas Kids had never implemented a *bundling* program in its sales strategy. Each product is sold individually without a package offer that combines several items at once at a more economical price. As a result, consumers tend to buy products in limited quantities, and the opportunity to increase transaction value per buyer has not been optimally utilized. In addition, without *bundling*, promotional variations are less attractive to consumers who are looking for savings deals or additional products in one purchase.

However, as the digital marketing strategy developed and the need to drive sales volume, Kaspas Kids began to implement a product bundling program. This strategy is carried out by combining two to three items of children's clothing at a lower price. The results are very positive, as can be seen from the increase in the number of product units sold, as well as the increasing consumer interest in products that are now included in bundling packages. In addition to providing economic benefits for customers, this strategy also helps

Kaspa Kids manage stock more efficiently and expand exposure to more product variety. The *bundling* program has proven to be one of the effective strategies in increasing sales while strengthening consumer loyalty.

### Features of Flash sale



Source : Kaspa kids, 2025

Figure 9. Before and After Flash Sale Implementation

Previously, Kaspa Kids had never used a *flash sale* strategy in its promotional activities. All products are sold at regular prices without any limited offers that create the urgency of buying. As a result, there is no strong enough emotional drive for consumers to make a purchase immediately, especially on products that are not urgent. Sales strategies tend to be stable but less dynamic, so the opportunity to drive sales spikes in a short period of time has not been optimally utilized.

However, as competition increased and the need to attract the attention of consumers quickly, Kaspa Kids began to implement a flash sale strategy, which is a massive discount program that is held every two weeks and lasts for three days. This strategy is effective in creating a sense of urgency and attracting spontaneous buying interest. Consumers showed a very positive response, as evidenced by the surge in the number of visits, the increase in transactions during *the flash sale* period. In addition, *flash sales* have also succeeded in attracting new customers and increasing *brand exposure* on digital platforms, especially *TikTok Shop*. With consistent and scheduled implementation, the implementation of a strategy can have an impact in driving Kaspa Kids' sales growth significantly.

## **Public Relations**

### 1. Social Events & Activities



Source : Kaspas Kids, 2025

**Figure 10. Social Visits in Orphanages**

At first, Kaspas Kids had never carried out community relations activities as part of their promotion strategy. The main focus of the business is only on selling products digitally without any social activities that involve direct interaction with the community. This makes the brand image seem less concerned about the social environment and loses the opportunity to build emotional closeness with the wider community.

However, as awareness of the importance of corporate social responsibility grew, Kaspas Kids began to actively carry out public relations activities, one of which was by holding visits and social activities at orphanages. In this activity, Kaspas Kids shares social money for children, but also builds warm communication and creates a positive impression of the brand in the eyes of the public. As a result, not only in terms of the company's increasingly positive image, but also from the response of consumers who see Kaspas Kids as a brand that cares and is responsible. This activity also increases customer loyalty and expands market reach through *word of mouth* effects and the organic dissemination of information on social media. This public relations strategy can be an effective step in building brand value and strengthening public trust in Kaspas Kids.

**Direct Marketing**

**1. Instant Messaging**



Source : Kaspas kids, 2025

**Figure 11. Implementation of Direct Messaging on Consumers**

Previously, Kaspas Kids had never done direct marketing to consumers through private messages, either through WhatsApp, social media, or email. All promotional activities are only carried out in general through uploading content on digital platforms without a personal approach aimed directly at customers. As a result, the interactions built with consumers are one-way and less effective in building long-term relationships. The opportunity to provide special offers, remind products in the cart, or follow up with potential buyers who have not made a transaction is not used to the fullest.

However, in an effort to increase the effectiveness of its promotional strategy and strengthen its proximity to consumers, Kaspas Kids has now begun to implement direct marketing through personal messages, such as sending special offers, new product catalogs, and promo reminders via WhatsApp and social media messages. The results are very positive, as seen from the increase in customer response to the message sent, the high conversion from message clicks to purchase transactions, and the growth of customer loyalty because they feel personally cared for. Implementing strategies is not just about increasing sales directly, but building stronger two-way interactions between brands and consumers. Direct marketing is one of the effective strategies in driving purchase decisions while strengthening long-term relationships with Kaspas Kids customers.

**DISCUSSION**



Source: Kaspas Kids, 2025

**Figure 12. Before and After Sales Results of Kaspas Kids Over 3 Months**

The research results show that the implementation of the digital promotion mix by Kaspas Kids has had a significant impact on increasing sales and customer engagement. Initially, Kaspas Kids faced challenges in reaching a wide audience and maintaining consumers' purchase interest due to the suboptimal utilization of digital promotion features. However, after beginning to optimize elements of the promotion mix, such as digital advertising (TikTok Ads, promotional videos, affiliate marketing, Stitch, and TikTok Stories), personal selling through live streaming, and sales promotions with discounts, bundling, gifts, and flash sales, sales performance and consumer interaction improved significantly. Moreover, after these strategies were applied consistently, Kaspas Kids recorded an increase in revenue over the following three months, indicating a positive trend resulting from the implementation of the digital promotion strategy.

For example, the use of TikTok Ads was able to increase the number of video viewers by more than 23%, while a well-managed live streaming strategy successfully attracted hundreds of viewers in a single session. In addition, sales promotion strategies through discount and cashback programs were used to create a greater sense of urgency among consumers when making purchases. Kaspas Kids also began to build a positive brand image through social activities and events as part of its public relations strategy. Meanwhile, direct marketing was conducted through instant messaging and social media, allowing for more personal and effective communication with consumers.

The discussion in this study shows that a digital promotion mix strategy that is carefully designed and implemented provides a competitive advantage for businesses, especially in responding to a dynamic market. The findings are consistent with Kotler and Keller's theory that effective promotion must combine various marketing communication tools to reach consumers broadly and build strong relationships. In the context of Kaspas Kids, the synergy among different promotion mix elements has helped strengthen brand awareness, increase engagement, and drive real sales growth. These results also confirm that adapting to technology and leveraging social media strategically are key factors in successful modern marketing.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the research on the implementation of the digital promotion mix at Kaspas Kids in Sidoarjo, it can be concluded that a well-designed and integrated digital marketing strategy is capable of making a significant contribution to improving business performance, particularly in terms of sales and market reach. The use of social media, especially TikTok, has become a key element in this strategy. Through features such as TikTok Ads, live streaming, and affiliate marketing, Kaspas Kids successfully increased brand visibility, expanded its audience base, and created more active engagement with consumers. This has directly contributed to improved engagement and sales conversions that were previously suboptimal.

The application of other elements, such as sales promotion, public relations, and direct marketing, further strengthened the overall strategy. The combination

of digital and conventional approaches created synergy among promotional elements, producing more effective results compared to relying on a single channel alone. A structured and consistent strategy has proven to be an important factor in maintaining sustainable outcomes.

This success demonstrates the importance of adapting to technological developments and dynamic consumer trends. Therefore, Kaspas Kids is advised to continue developing its digital promotion mix strategy in a sustainable manner by leveraging the latest features of social media platforms and creating creative, relevant content tailored to the target audience. Collaborations with affiliates and strengthening personal communication through direct marketing are also strategic steps to increase long-term customer loyalty.

In addition, regular evaluations of the effectiveness of each promotional element should be conducted so that the company can adjust its strategies in response to changes in consumer behavior and the ever-evolving market dynamics. The results of the 90-day implementation are not only practically valuable for Kaspas Kids but can also serve as a reference for other business actors in designing and executing adaptive, innovative, and results-oriented digital promotion strategies. Thus, the implementation of this digital promotion mix strategy is not only relevant for Kaspas Kids but can also be applied by various online stores and other businesses seeking to enhance their competitiveness and expand their markets effectively.

#### **FURTHER STUDY**

Future research is recommended to extend the observation period in order to evaluate the long-term impact of digital promotion mix implementation, as well as to involve other variables such as customer loyalty, consumer satisfaction, and the influence of social media in greater depth. Additionally, further studies can be conducted in different types of businesses to examine how applicable this promotional model is across various industry sectors.

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