

The Impact of Digital Marketing Strategies on Sales Growth at Localunion Distro

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Abstract

This study analyzed the effect of digital marketing strategies via Instagram on sales growth at Localunion Distro. The background of this study is rooted in the increasingly fierce competition among local clothing retailers and the growing use of social media as the primary means of product promotion. The research method employed was an associative quantitative approach involving 98 respondents who are both customers and followers of the Localunion Distro Instagram account. Data analysis was conducted using simple linear regression, the t-test, and the coefficient of determination (R^2). The results show that digital marketing strategies have a positive and significant effect on sales growth, with the regression equation $Y = 18.547 + 0.712X$. The calculated t-value of 7.783 is greater than the critical t-value of 1.985 at a significance level of $0.000 < 0.05$, so the research hypothesis is accepted. The R^2 value of 0.787 indicates that 78.7% of the variation in sales growth is explained by digital marketing strategies via Instagram, while the remaining 21.3% is influenced by other factors such as product quality, price, service, and conventional promotions. This study confirms that the integration of social media into modern marketing strategies plays a crucial role in increasing sales and customer loyalty.

Keywords: Digital Marketing Strategy, Instagram, Sales, Localunion Distro.

INTRODUCTION

The fashion industry is one of the business sectors that continues to experience significant growth in line with the increasing public demand for clothing, footwear, and accessories. This development is not only influenced by the function of clothing as a basic necessity, but also by the growing consumer awareness of lifestyle, self-image, and constantly changing fashion trends (Amelia, 2024). Within the fashion business context, distro or *distribution store* has become one of the most popular segments, particularly among young consumers, as it offers streetwear products with distinctive designs, exclusivity, and a strong brand identity. This condition encourages distro business actors to implement more targeted marketing strategies in order to survive amid increasingly competitive market competition.

The development of digital technology has brought substantial changes to consumer behavior in obtaining information and purchasing fashion products. Consumers no longer rely solely on physical stores as shopping destinations, but increasingly use digital platforms to search for product references, compare prices, read reviews, and conduct transactions (Amelia et al., 2024). The data used in this study show that fashion is the most purchased product category through e-commerce, reaching 58%, while purchases through physical stores account for only 29%. This finding indicates that digital channels hold a strategic position in reaching fashion consumers in Indonesia.

Social media has also become an important part of modern marketing activities because it enables business actors to connect with consumers more quickly, interactively, and widely (Sunaryo et al., 2023). Platforms such as Instagram, TikTok, WhatsApp, and Facebook are not only used as communication media, but also as promotional and sales channels (Tamimy, 2017). Through social media, business actors can display product catalogs, build brand image, establish communication with customers, and encourage purchase intention through attractive visual content. In the fashion business, visual appeal is an important aspect because consumers tend to consider product appearance, style, color, and trend suitability before making a purchase decision.

Digital marketing has become a relevant strategy to support sales growth in fashion businesses. This strategy enables companies to reach broader target markets, deliver product information quickly, and build closer relationships with consumers through two-way communication (Schmitt, 2012). Digital marketing activities can be carried out through product photo and video uploads, digital advertising, the use of *stories* and *reels* features, interaction through comments and direct messages, and the optimization of shopping features on social media (Oktafianto et al., 2024). The utilization of these strategies can help business actors increase brand awareness, strengthen consumer trust, and encourage purchase decisions (Juniansyah et al., 2025).

Localunion Distro is one of the local fashion businesses operating in the streetwear segment and targeting young consumers as its main market. This business has a strong opportunity to develop digital marketing because its consumer characteristics are closely associated with social media usage, particularly Instagram. The use of Instagram as a marketing medium provides Localunion Distro with the opportunity to present products more attractively, expand promotional reach, build interaction with followers, and strengthen brand identity amid competition among local fashion businesses. This study focuses on digital marketing strategies through Instagram, including content uploads, the use of Instagram Ads, interaction with followers, and the utilization of Instagram Shopping.

Although digital marketing has been widely adopted by fashion business actors, its implementation has not always been optimal. Some business actors still use social media merely as a platform to display products, without proper content planning, interaction management, digital advertising utilization, or evaluation of promotional effectiveness. Such conditions may cause digital marketing strategies to have a less than optimal impact on sales growth. Based on this issue, this study was conducted to analyze the effect of digital marketing strategies on sales growth at Localunion Distro, as well as to determine the extent to which these strategies contribute to the development of the company's sales.

LITERATURE REVIEW

Digital Marketing Strategy

Digital marketing strategy refers to a marketing approach that utilizes internet-based technology to introduce, promote, and distribute information about products or services to consumers. Digital marketing does not merely function as a promotional medium, but also serves as a means for companies to build communication, expand market reach, and establish closer relationships with customers. Manglik, (Manglik, 2023) defines digital marketing as a form of marketing that uses digital media to achieve marketing objectives, including promotion, distribution, communication, and customer service. Kotler, (Kotler et al., 2022) alurther state that digital marketing involves the use of integrated internet-based channels to support marketing communication and consumer purchasing processes.

The implementation of digital marketing in business has become increasingly important due to changes in consumer behavior, which is now closely connected to technology. Consumers tend to search for product information, compare alternatives, and make purchases through digital media. (Chusnaini & Rasyid, 2022) explains that digital marketing is a company's effort to market products and services through online digital technology in order to reach a broader and more specific market. This strategy enables companies to adjust marketing messages according to consumer characteristics, strengthen brand image, and increase the possibility of transactions.

Digital marketing also provides companies with opportunities to conduct promotional activities more efficiently (Oktafianto et al., 2024). Juniansyah, (Juniansyah et al., 2025; Taherdoost, 2023) argues that digital marketing is important because it supports more precise market targeting, reaches a wider audience, and reduces marketing costs compared to conventional methods. Through digital media, companies can obtain information regarding consumer needs, interests, and behavior, allowing marketing strategies to be designed more effectively. In the fashion business, this strategy is particularly relevant because fashion products are strongly influenced by trends, product visuals, and emotional proximity between brands and consumers.

Social Media as a Digital Marketing Medium

Social media is one of the main instruments in digital marketing because it connects companies with consumers in a fast, broad, and interactive manner. In modern marketing practices, social media is not only used as a communication channel, but also as a medium for promotion, brand identity formation, product information delivery, and customer relationship development (Kumar & Barua, 2024). Through social media, businesses can display product catalogs, deliver promotional messages, respond to consumer inquiries, and create engagement through attractive content.

Instagram is one of the platforms that plays an important role in fashion product marketing. Its visual-based characteristics make it suitable for introducing clothing, accessories, and various lifestyle products (Taherdoost, 2023). Features such as feeds, stories, reels, Instagram Ads, and Instagram Shopping can be used to enhance product appeal, expand promotional reach, and help consumers obtain information before making purchase decisions. In the distro business, product display, visual consistency, communication style, and the intensity of interaction with followers are important elements in building consumer interest and trust.

Well-planned use of social media can contribute to greater marketing effectiveness. Content that is consistent, informative, and aligned with the characteristics of the target market can help companies strengthen brand awareness and encourage purchase decisions. Social media also allows companies to monitor consumer responses directly through comments, messages, views, and engagement levels. Such information can serve as a basis for evaluating and developing future marketing strategies.

Indicators of Digital Marketing Strategy

Indicators of digital marketing strategy are used to assess the extent to which a company can effectively carry out technology-based marketing activities. Based on the views of (Chernev, 2025), digital marketing strategy can be examined through several aspects, namely market targeting and segmentation, audience reach, cost efficiency, interaction quality, brand awareness, sales conversion, and the utilization of digital technology. Market targeting and segmentation reflect the company's ability to understand consumer needs, preferences, and behavior through digital data (Amelia et al., 2024). Audience reach refers to the company's ability to expand its market through various digital channels, such as social media, websites, email marketing, and other online platforms.

Cost efficiency reflects the ability of digital marketing to optimize promotional budgets with more measurable outcomes. Interaction quality describes the company's ability to build two-way communication with consumers through quick responses, interactive content, and continuous relationships. Brand awareness is related to the company's ability to build brand image and recognition through consistent content that is relevant to consumer trends. Sales conversion becomes an important indicator because it shows the success of (Amelia & Fathoni, 2021) digital strategies in encouraging consumers to make purchases. The use of digital technology is also essential, as companies must be able to adapt their strategies to platform developments, algorithms, and digital analytics tools.

Digital marketing indicators can also be viewed through the aspects of accessibility, interactivity, entertainment, credibility, and informativeness, as proposed by (Fitri & Ibrahim, 2023). Accessibility refers to the ease with which consumers can access product information online. Interactivity describes reciprocal communication between companies and consumers. Entertainment relates to the ability of promotional content to attract attention and provide consumers with an enjoyable experience. Credibility reflects the level of consumer trust in the information delivered, while informativeness refers to the ability of content to provide clear, complete, and useful product information.

Sales Growth

Sales growth refers to a condition in which the number of products sold or the company's sales value increases within a certain period. Sales are one of the main indicators for assessing business success because they are directly related to revenue, business sustainability, and the company's ability to maintain its market (Natasya & Anita, 2025). (M. I. Nasution et al., 2017) defines sales as an

integrated effort directed toward fulfilling buyers' needs and wants so that the company can generate profit. (Fandy Tjiptono, 2017) state that sales are the lifeblood of a company because revenue and profit are obtained through sales activities.

Sales growth does not only indicate an increase in the number of transactions, but also reflects the effectiveness of the company's strategy in attracting and retaining consumers. Sales growth may be influenced by product quality, price, promotion, distribution, service, and the company's ability to respond to market changes (Susanti, 2021). In the fashion sector, sales growth depends heavily on the company's ability to follow trends, present products attractively, and reach consumers through channels that align with their shopping habits. The development of digital technology also influences sales growth. Digital media enables companies to reach a wider range of consumers, deliver product information more quickly, and make purchasing processes easier (Dianissa & Asmara, 2025). In the distro business, the use of social media such as Instagram can become an important medium for introducing products, building trust, and encouraging consumer purchase interest.

Indicators of Sales Growth

Indicators of sales growth are used to measure the extent to which marketing activities affect the company's sales performance. According to (Harahap, 2016), sales growth can be measured through sales volume, sales value, sales growth compared to previous periods, and an increase in the number of customers. Sales volume refers to the number of product units sold within a certain period. This indicator provides an overview of consumer demand for the products offered by the company.

Sales value describes the total revenue obtained by the company from sales activities. This value is not only influenced by the number of products sold, but also by the pricing strategy applied by the company (Kumar & Barua, 2024). Sales growth indicates changes in sales performance from one period to another, making it useful for assessing whether the company is experiencing growth, decline, or stagnation. An increase in the number of customers shows the addition of consumers who make purchases, including both new customers and repeat customers.

These four indicators are interrelated in providing a comprehensive picture of the company's sales development (Huddin et al., 2026). Sales volume and sales value show the direct results of sales activities, while sales growth and the number of customers indicate the company's ability to maintain and expand its market. In this study, sales growth indicators are used to assess the contribution of Instagram-based digital marketing strategies to the sales development of Localunion Distro.

The Relationship between Digital Marketing Strategy and Sales Growth

Digital marketing strategy has a close relationship with sales growth because it can influence consumers from the product awareness stage to the purchase decision stage. Digital marketing enables companies to deliver product information more quickly, attractively, and accessibly. Through visual content, digital advertising, follower interaction, and online shopping features, companies can build brand awareness, increase consumer trust, and encourage transactions. (Du et al., 2024) state that digital marketing offers advantages in terms of broad market reach, more accurate segmentation, and the ability to measure campaign effectiveness directly.

The relationship between digital marketing and sales growth can occur both directly and indirectly (Kannan & Li, 2017). Directly, attractive promotional content, clear product information, and easy access to purchasing channels can encourage consumers to make transactions. Indirectly, digital marketing can strengthen brand awareness, build trust, increase consumer engagement, and create customer loyalty. These factors ultimately support sustainable sales growth.

In the context of Localunion Distro, Instagram is a relevant medium for optimizing digital marketing strategies because its main target market consists of young consumers who are active on social media. The use of creative content, interaction with followers, digital advertising, and content performance evaluation can help the company strengthen its brand identity and increase sales conversion opportunities.

METHODOLOGY

This study employed an associative quantitative approach to examine the effect of digital marketing strategy on sales growth at Localunion Distro. This approach was selected because the study focuses on measuring numerical data and testing the relationship between variables through statistical analysis (U. H. Nasution et al., 2024). The independent variable in this study is digital marketing strategy, while the dependent variable is sales growth. The research specifically focuses on Instagram-based digital marketing activities, including content publication, the use of Instagram Ads, interaction with followers, and the utilization of Instagram Shopping features.

The population of this study consisted of all followers of the Localunion Distro Instagram account, totaling 4,485 individuals (Sugiyono, 2016). The sample was determined using a non-probability sampling technique with an accidental sampling method, in which respondents were selected based on followers or consumers who were willing to complete the questionnaire during the data collection process. The sample size was calculated using the Slovin formula with a 10% margin of error, resulting in 98 respondents.

The type of data used in this study was quantitative data derived from both primary and secondary sources. Primary data were obtained through questionnaires distributed to the selected respondents. Secondary data were collected from books, journals, articles, supporting documents, and other relevant sources related to digital marketing strategies and sales growth at Localunion Distro.

Data were collected through questionnaires, documentation, and observation. The questionnaire was designed using a five-point Likert scale, consisting of Strongly Agree, Agree, Moderately Agree, Disagree, and Strongly Disagree (Sanusi, 2020). Documentation was used to obtain supporting data related to the business profile, promotional activities, and other information relevant to the research object. Observation was conducted by examining Localunion Distro's digital marketing activities on Instagram, particularly the form of content, interaction patterns with followers, promotional features, and sales activities through social media.

The collected data were analyzed through several stages of statistical testing (Mulyati, 2024). A validity test was conducted to assess the appropriateness of the research instrument, while a reliability test was used to determine the consistency of respondents' answers. Classical assumption tests were then performed to ensure that the regression model met the requirements for analysis. Simple linear regression analysis was used to determine the direction and magnitude of the effect of digital marketing strategy on sales growth. Hypothesis testing was carried out using the t-test, while the coefficient of determination was used to measure the extent to which digital marketing strategy contributed to explaining sales growth at Localunion Distro.

RESULTS and DISCUSSION

Respondent Characteristics

This study involved 98 respondents who were consumers of Localunion Distro. Respondent characteristics were classified based on gender, age, educational background, and shopping frequency. This classification was intended to provide a general overview of the consumer profile involved in the study and to identify the market characteristics of Localunion Distro in relation to the implementation of Instagram-based digital marketing strategies.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	43	43.9%
	Female	55	56.1%
Age	18–25 years	64	65.3%
	26–35 years	22	22.4%
	>35 years	12	12.3%
Educational Background	Senior High School/Vocational School	47	48.0%
	Diploma/Bachelor's Degree	39	39.8%
	Postgraduate Degree	12	12.2%

Shopping Frequency	Once a month	32	32.7%
	2–3 times a month	40	40.8%
	More than 3 times a month	26	26.5%
Total		98	100%

Female respondents slightly dominated the sample, while male respondents also represented a substantial proportion, indicating that Localunion Distro's products appeal to both genders. Most respondents were aged 18–25 years, suggesting that the brand is mainly favored by young consumers who are active on social media and responsive to fashion trends. In terms of education, respondents were largely senior high school/vocational school graduates, followed by diploma and bachelor's degree holders, reflecting a consumer profile consisting mainly of students, university students, and young workers. Most respondents purchased products 2–3 times per month, indicating a relatively strong purchasing intensity and suggesting that Localunion Distro has consumers who are familiar with its products and tend to make repeat purchases.

Validity Test

The validity test was conducted to determine whether each questionnaire item was capable of measuring the intended variable. The test was carried out by comparing the calculated *r* value with the *r* table value at a 5% significance level. With 98 respondents, the *r* table value used in this study was 0.198. The test results showed that all items in both the digital marketing strategy variable and the sales growth variable had calculated *r* values greater than the *r* table value.

Table 2. Summary of Validity Test Results

Variable	Number of Items	Range of Calculated <i>r</i> Value	<i>r</i> Table	Result
Digital Marketing Strategy	8 items	0.506–0.565	0.198	Valid
Sales Growth	8 items	0.771–0.863	0.198	Valid

For the digital marketing strategy variable, all items obtained calculated *r* values above 0.198, ranging from 0.506 to 0.565. These results indicate that the statements related to information accessibility, interaction, content attractiveness, information credibility, and the use of Instagram as a marketing medium had adequate correlations with the measured variable. For the sales growth variable, all items were also declared valid, with calculated *r* values ranging from 0.771 to 0.863. Thus, the questionnaire items met the required validity criteria.

Reliability Test

The reliability test was conducted to examine the consistency of the research instruments in measuring the variables. Reliability was assessed using Cronbach's Alpha, with an instrument considered reliable when the Cronbach's Alpha value exceeds 0.60. The results showed that the digital marketing strategy variable obtained a Cronbach's Alpha value of 0.935, while the sales growth variable obtained a value of 0.925.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Result
Digital Marketing Strategy	0.935	8	Reliable
Sales Growth	0.925	8	Reliable

The Cronbach's Alpha values for both variables were substantially higher than the minimum threshold of 0.60. This indicates that all questionnaire items had a very high level of internal consistency. Therefore, the research instruments were considered reliable and appropriate for measuring respondents' perceptions of digital marketing strategy and sales growth.

Classical Assumption Test

The classical assumption test was conducted to ensure that the regression model fulfilled the requirements for statistical analysis. This test included normality, multicollinearity, and

heteroscedasticity tests. The normality test indicated that the residual data were normally distributed, as shown by the histogram pattern resembling a normal curve. Therefore, the regression model met the normality assumption. The multicollinearity test showed a Tolerance value of 1.000 and a Variance Inflation Factor value of 1.000. These values met the required criteria, as the Tolerance value was greater than 0.10 and the VIF value was below 10. Thus, the regression model did not indicate multicollinearity. Furthermore, the heteroscedasticity test using a scatterplot showed that the residual distribution did not form a specific pattern. Therefore, the regression model was free from heteroscedasticity and appropriate for simple linear regression analysis.

Table 4. Summary of Classical Assumption Test Results

Test	Result	Interpretation
Normality Test	Histogram pattern resembled a normal curve	Data were normally distributed
Multicollinearity Test	Tolerance = 1.000; VIF = 1.000	No multicollinearity
Heteroscedasticity Test	Scatterplot did not form a specific pattern	No heteroscedasticity

Simple Linear Regression Analysis

Simple linear regression analysis was used to determine the direction and magnitude of the effect of digital marketing strategy on sales growth. Based on the data analysis, the regression equation obtained was:

$$Y = 18.547 + 0.712X$$

The equation indicates that the constant value of 18.547 represents the baseline level of sales growth when digital marketing strategy remains unchanged. The regression coefficient of 0.712 indicates that every one-unit increase in digital marketing strategy is followed by a 0.712-unit increase in sales growth. Thus, the relationship between digital marketing strategy and sales growth is positive.

Table 5. Simple Linear Regression Results

Model	B	Std. Error	Beta	t	Sig.
Constant	18.547	3.037	-	6.107	0.000
Digital Marketing Strategy	0.712	0.091	0.622	7.783	0.000

The regression result indicates that digital marketing strategy has a positive effect on sales growth. This means that the better the management of Instagram-based digital marketing, the greater the opportunity for Localunion Distro to achieve sales growth.

Hypothesis Testing

Hypothesis testing was conducted using the t-test to determine whether digital marketing strategy had a significant effect on sales growth. The results showed that the calculated t value was 7.783, which was higher than the t table value of 1.985, with a significance value of 0.000, which was lower than 0.05. Based on these results, the alternative hypothesis was accepted, while the null hypothesis was rejected. This finding indicates that digital marketing strategy has a positive and significant effect on sales growth at Localunion Distro. In other words, the use of Instagram as a marketing medium, through content uploads, follower interaction, digital promotion, and product information delivery, provides a meaningful contribution to sales growth.

Coefficient of Determination

The coefficient of determination was used to identify the extent to which digital marketing strategy explains sales growth. The test results showed an R value of 0.887 and an R Square value of 0.787. The R value indicates a strong relationship between digital marketing strategy and sales growth. The R Square value of 0.787 means that digital marketing strategy explains 78.7% of the variation in sales growth, while the remaining 21.3% is influenced by other factors outside the research model, such as product quality, price, customer service, conventional promotion, business location, and customer loyalty.

Table 6. Coefficient of Determination Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.887	0.787	0.785	3.346

Hypothesis Discussion

The findings demonstrate that digital marketing strategy has a positive and significant effect on sales growth at Localunion Distro. This is supported by the regression equation $Y = 18.547 + 0.712X$, the calculated t value of 7.783, which exceeds the t table value of 1.985, and the significance value of 0.000, which is below 0.05. These results indicate that improvements in digital marketing strategy are followed by increases in sales growth. This positive effect can be understood through the suitability of Instagram with the consumer characteristics of Localunion Distro. Most respondents were aged 18–25 years, a consumer group that is generally active on social media and highly responsive to fashion trends. Through Instagram, Localunion Distro can deliver product information quickly, present products through photos and videos, build communication with followers, and help consumers obtain relevant information before making a purchase. An actively managed digital marketing strategy can strengthen the relationship between the brand and its consumers. Attractive content helps increase consumer attention toward the products, while prompt responses from the admin and two-way communication can strengthen consumer trust. This trust is particularly important in online fashion purchases, as consumers need assurance regarding product quality, color, size, price, and availability.

The R Square value of 0.787 indicates that the contribution of digital marketing strategy to sales growth is strong. This means that most variations in Localunion Distro's sales growth can be explained by the effectiveness of its digital marketing strategy. Nevertheless, sales growth is not determined solely by digital marketing. Other factors, including product quality, pricing, service quality, product variety, offline promotion, business location, and customer loyalty, also influence purchasing decisions.

DISCUSSION

Discussion of the Null Hypothesis (H_0)

The null hypothesis in this study states that digital marketing strategy has no significant effect on sales growth at Localunion Distro. Based on the results of the t-test, the calculated t value was 7.783, which was higher than the t table value of 1.985, with a significance value of 0.000, which was lower than 0.05. These statistical results indicate that the null hypothesis is rejected. This means that the assumption that digital marketing strategy does not influence sales growth is not supported by the empirical data obtained in this study. The rejection of the null hypothesis shows that digital marketing activities carried out through Instagram cannot be considered merely as supporting promotional activities. Instead, these activities have a measurable relationship with sales growth. The use of Instagram in the form of product content uploads, interaction with followers, digital promotion, and product information delivery has contributed to consumer responses and purchasing behavior. This finding is consistent with the theoretical framework, which explains that digital marketing can directly influence purchasing decisions through attractive promotional content and indirectly build brand awareness, trust, and customer loyalty.

Discussion of the Alternative Hypothesis (H_1)

The alternative hypothesis in this study states that digital marketing strategy has a significant effect on sales growth at Localunion Distro. The results of the regression analysis support this hypothesis, as shown by the regression equation $Y = 18.547 + 0.712X$. The positive regression coefficient of 0.712 indicates that every increase in digital marketing strategy is followed by an increase in sales growth. Therefore, the alternative hypothesis is accepted.

The acceptance of this hypothesis demonstrates that Instagram-based digital marketing plays an important role in increasing sales at Localunion Distro. Instagram is relevant to the company's target market because most respondents were young consumers aged 18–25 years, a group that is

generally active on social media and responsive to fashion trends. Through Instagram, Localunion Distro can present product information visually, communicate directly with consumers, and strengthen consumer interest before purchase. This supports the idea that Instagram is not only a promotional platform but also a strategic medium for developing consumer engagement and encouraging purchase decisions.

The significant effect of digital marketing strategy can also be explained by the nature of fashion products, which rely strongly on visual presentation, brand identity, and consumer perception. Attractive product photos, consistent content, responsive communication, and accessible product information help consumers evaluate products more easily. When consumers receive clear information regarding product quality, price, size, color, and availability, their confidence in making purchases increases. Therefore, digital marketing contributes not only to product exposure but also to the formation of consumer trust.

Furthermore, the coefficient of determination shows an R Square value of 0.787, meaning that digital marketing strategy explains 78.7% of the variation in sales growth. This indicates that the contribution of digital marketing strategy to sales growth is strong. The remaining 21.3% is influenced by other factors outside the research model, such as product quality, pricing, customer service, conventional promotion, business location, and customer loyalty. Thus, although digital marketing has a dominant contribution, sales growth should still be supported by product quality, service consistency, and integrated marketing activities.

CONCLUSION

Digital marketing strategy has a positive and significant effect on sales growth at Localunion Distro. The findings indicate that the use of Instagram as a marketing medium helps the company reach consumers more effectively, present products attractively, build interaction with followers, and encourage purchasing decisions. Overall, Instagram-based digital marketing plays an important role in strengthening brand image, expanding market reach, and supporting sales growth. Therefore, Localunion Distro needs to continue optimizing its digital marketing activities through consistent content, responsive communication, and effective use of Instagram features.

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