Analysis of Paid Advertising Usage in Applications Shopee in Marketing Strategy (Case Study Belluva Batik Pekalongan)

Fatma [1] & Ibnu Khajar [2]

[1] Faculty of Economic, Universitas Islam Sultan Agung (UNISSULA) Semarang, Indonesia, E-mail: fatma.std@unissula.ac.id

[2] Faculty of Economic, Universitas Islam Sultan Agung (UNISSULA) Semarang, Indonesia, E-mail: ibnukhajar@unissula.ac.id

Abstract. *This study aims to analyze the use of paid advertising on the Shopee application as part of Belluva Batik Pekalongan's marketing strategy. The research method employed was descriptive qualitative with a case study approach. Data were obtained through observation, documentation, and interviews, then analyzed using Miles and Huberman's interactive model, which includes data reduction, data display, and conclusion drawing or verification. The findings reveal that paid advertising on Shopee is effective in increasing product visibility and brand awareness of Belluva Batik Pekalongan. However, its contribution to sales growth is not significant. This is indicated by the low conversion rate (CR) despite a relatively high click-through rate (CTR), as well as the occurrence of "boncos," where advertising costs are not proportional to the transactions obtained. From the consumer perspective, ads are considered helpful in discovering the store, but purchasing decisions are more influenced by price and product quality. The conclusion of this research is that paid advertising on Shopee can serve as a strategic instrument to strengthen brand awareness and market presence, but its effectiveness in boosting sales remains limited. Optimization is required through appropriate keyword selection, efficient budget management, and continuous performance evaluation.*

Keywords: *Brand Awareness; Marketing Strategy; Paid Advertising; Shopee.*

1. Introduction

E-commerce growth in Indonesia has been rapid in recent years. According to the Indonesian Internet Service Providers Association (APJII, 2023), the number of internet users in Indonesia has increased by 20% in the past five years, with smartphone usage continuing to grow. This phenomenon has driven a significant shift in consumer behavior, with consumers increasingly relying on digital platforms for shopping. Previously, consumers primarily made transactions in traditional stores or markets. However, with technological advances and increased internet usage, Indonesian consumers, in particular, prefer online

shopping because it offers a wider selection of products at significantly lower prices and is not limited by space and time when conducting online transactions.

This change in consumer behavior is driven by several factors, including the high adoption of digital technology, limited space and time, and the development of e-commerce platforms that increasingly facilitate transactions. E-commerce in Indonesia has begun to grow rapidly in recent years and is now one of the most dynamic business sectors in Indonesia's digital economy. According to a Google-Temasek report (2002), the value of e-commerce transactions in Indonesia is predicted to reach USD 82 billion by 2025, making it one of the largest markets in Southeast Asia. Along with this, a number of local and international e-commerce platforms have mushroomed, offering various conveniences for consumers and businesses in Indonesia, including MSMEs.

Shopee, as one of the largest e-commerce platforms in Indonesia, plays a significant role in changing consumer shopping behavior in Indonesia. Since its launch in Indonesia in 2015, Shopee has grown rapidly and become one of the most popular e-commerce platforms. According to a report from Price Group (2023), Shopee recorded over 300 million app downloads and dominates the market with over 60 million monthly active users in Indonesia. This indicates that Shopee's market share is very large, even surpassing other competitors. Shopee not only provides easy access for consumers to purchase a variety of products but also provides opportunities for MSMEs to market their products widely.

Indonesia boasts a rich cultural heritage and rich traditions, encompassing a rich artistic heritage, one of which is batik. Batik not only reflects aesthetic value but also represents the country's long history and cultural diversity. Each region in Indonesia has its own distinctive batik, reflecting the cultural identity of its local communities. One area renowned for its batik craftsmanship is Pekalongan, nicknamed the City of Batik. Pekalongan batik has been recognized as the center of batik development in Indonesia (Hadiprayitno, 2010).

Pekalongan batik has its own uniqueness, influenced by the city's cultural and historical diversity. Located on the north coast of Java, Pekalongan has become a melting pot of various cultural influences, including Chinese, Dutch, and Arab, reflected in its rich and diverse batik motifs (Irawan & Supriyanto, 2017). Pekalongan batik is known for its bright colors and varied motifs, such as floral, fauna, and geometric motifs, often with a modern twist (Artati, 2018).

Over time, Pekalongan batik has developed into a symbol of pride and cultural identity for the city of Pekalongan. Pekalongan batik is not only known domestically but also internationally, becoming one of Indonesia's most sought-after products in the international market (Wiryanto, 2015). Through Pekalongan batik, people can see a glimpse of cultural diversity, history, and a spirit of creativity that continues to develop from generation to generation.

Pekalongan batik, as one of Indonesia's leading cultural products, has significant potential to be widely recognized in both domestic and international markets. However, despite its significant potential in the digital industry, the contribution of batik MSMEs to Indonesia's

gross domestic product (GDP) remains relatively low. According to data from the Central Statistics Agency (BPS, 2002), the batik MSME sector contributed only 1.7% to Indonesia's GDP in 2022.

One factor contributing to the low contribution of batik MSMEs is the lack of optimization of digital technology in product marketing. Although MSMEs in Pekalongan are beginning to recognize the importance of e-commerce, many still struggle to leverage the potential of digital platforms like Shopee, Tokopedia, or other e-commerce platforms to expand their market. This could be due to MSMEs' limited knowledge of digital marketing strategies, a lack of skills in managing online stores, or limited resources for effective promotion.

Month / Year	Total Income
December 2023	Rp. 16,179,433
January 2024	Rp. 15,959,130
February 2024	Rp. 12,062,174
March 2024	Rp. 18,886,554
April 2024	Rp. 10,994,465
May 2024	Rp. 19,787,015
June 2024	Rp. 16,231,179
July 2024	Rp. 15,856,866
August 2024	Rp. 13,336,650
September 2024	Rp. 10,936,239
October 2024	Rp. 7,469,441
November 2024	Rp. 9,015,117

Table Shopee Belluva Batik Pekalongan Sales Data

Based on sales data from the Belluva Batik Pekalongan MSME on the Shopee app, sales have declined significantly over the past twelve months. This decline is not merely the result of competition between sellers or changes to the Shopee platform algorithm, but is also closely related to the national economic situation. Indonesia is currently facing an economic crisis characterized by rising inflation, declining purchasing power, and instability in the rupiah exchange rate. This situation has impacted overall consumer behavior, which tends to be more selective in spending their money on non-essential items, including fashion products like batik.

Amid limited purchasing power, MSMEs like Belluva Batik Pekalongan face significant challenges in attracting consumers. One potential solution to this problem is optimizing digital marketing features, particularly Shopee Ads. These paid ads allow products to gain greater exposure on the Shopee platform, thereby increasing the opportunity for consumer interaction and sales conversions.

Previous studies have shown that many Batik MSMEs in Pekalongan still rely on conventional marketing methods, such as selling in physical stores and exhibitions (Wibowo, 2015). Although some MSMEs have begun to expand into e-commerce, the use of digital marketing features, particularly paid advertising, has not been optimized properly. Research by Wibowo (2015) emphasizes general marketing strategies without specifically examining the effectiveness of Shopee Ads as part of digital marketing. This is where the research gap

lies, which is the main focus of this study: how the use of Shopee Ads can be a strategic solution for Batik MSMEs, especially Belluva Batik Pekalongan, to survive and compete amidst economic uncertainty.

2. Research Methods

The research method used in this study is a qualitative method with a case study approach. By using case study analysis, the researcher will conduct observations, interviews, and analysis of advertising results. Nasution stated that qualitative research has the following objectives: 1) to obtain an in-depth and holistic picture of all aspects of the subject being studied, 2) to view events as a whole in their context, 3) to understand meaning, and 4) to view research results as speculative. Meanwhile, according to Sugiyono, Qualitative research methods are research methods based on post-positivism used to examine the natural conditions of objects with results that emphasize meaning rather than generalization. This research is included in the field research category because in its implementation the researcher goes directly to the field, engages with the local community, and is included in research activities with a qualitative perspective.

3. Results and Discussion

Data presentation and analysis is the section used to present the data obtained in the research, tailored to the research focus and analyzed with relevant data. In this study, data presentation is used to illustrate Belluva Batik Pekalongan's use of paid Shopee advertising as a digital marketing strategy. The data displayed includes advertising performance (Shopee Ads) based on reports from the Shopee Seller Center dashboard, as well as interview and questionnaire results as supporting data.

Shopee offers a variety of paid advertising features that allow sellers to increase the visibility of their stores and products amidst intense market competition. Belluva Batik Pekalongan utilizes this paid advertising feature as a digital marketing strategy to reach a wider audience and drive sales. Below is an analysis of Belluva Batik Pekalongan's use of paid advertising on Shopee.

3.1. Advertising Belluva Batik Pekalongan on Shopee Ads

In setting up this advertising campaign, Belluva Batik Pekalongan chose two main types of advertising available on the Shopee platform, namely Product Ads and Shop Ads.

Shop Ads are selected to increase the overall visibility of the store to potential buyers searching for specific keywords. The shop ad settings offer a choice of bidding modes and ad display options. Belluva Batik Pekalongan uses Automated Bidding Mode, where Shopee automatically determines search keywords and cost per click to optimize Return on Ad Spend (ROAS). Additionally, Automated Ad Display Mode is used, where Shopee automatically selects the logo and store name to be displayed in the ad.

In its product advertising strategy, Belluva Batik Pekalongan uses the GMV Max Auto bidding mode, recommended by Shopee to maximize sales by automatically adjusting search terms and cost per click. There's also the option to set a ROAS (Return on Ad Spend)

target, such as the GMV Max ROAS mode, which aims to achieve 80–120% of the target ROAS within 7 days of the adaptation phase.

These two types of ads utilize automated features to simplify ad setup and maximize ad results, especially for MSMEs who have limited time and resources to manually manage their advertising strategies.

Based on data obtained from the Shopee Seller Center dashboard for the period May 1– June 30, 2025, Belluva Batik Pekalongan has used paid advertising (Shopee Ads) as a digital marketing strategy to increase product visibility and sales. The following is a graph of Belluva Batik Pekalongan's ad performance dashboard.

Chart Belluva Batik Pekalongan Advertising Performance on Shopee Seller Center

Based on data obtained from the Shopee Seller Center dashboard for the period May 1 to June 30, 2025, Belluva Batik Pekalongan has run paid advertising (Shopee Ads) as one of its digital marketing strategies. During that period, Belluva ads have been displayed 24,400 times to Shopee users. Of the total impressions, the ads managed to get 833 clicks, resulting in a click presentation or Click Through Rate (CTR) of 3.42%. This CTR value indicates that the ads are quite capable of attracting the attention of potential buyers amidst the tight competition in the Shopee marketplace.

Furthermore, the data shows that the advertisement generated 12 orders with a total of 17 products sold. Sales obtained from the advertisement reached Rp 1,500,000, while the advertising costs incurred during that period were Rp 450,000. Thus, the Return on Ads Spend (ROAS) value was obtained at 3.44, which means that every Rp 1,000 spent was able to generate revenue of Rp 3,440. In general, a ROAS value above 3.0 can be categorized as quite good and indicates that advertising has a positive impact on sales.

However, despite the high number of impressions and clicks, the conversion rate from clicks to purchases remains relatively low. Of the 833 clicks received, only about 1.4% converted into purchases. This indicates a gap between potential buyers' initial interest and their final decision to purchase.

Judging from the ad performance graph, there was a spike in impressions and clicks in early May (around the 7th) and mid-June (around the 12th). This spike indicates Belluva Batik Pekalongan's periodic advertising activity. This ad placement strategy focuses on specific times to optimize advertising costs while maximizing results.

Overall, the use of paid advertising on Shopee has been proven to increase the visibility of the Belluva Batik Pekalongan store. However, using automated modes for product and store ads has been shown to quickly deplete ad balances. This results in high advertising costs while conversions are suboptimal, resulting in a situation often referred to as "losing" by MSMEs.

To support the analysis of paid advertising usage on Shopee, the authors conducted interviews with other MSMEs who also sell batik products on the platform. The purpose of these interviews was to gain additional perspectives on the effectiveness and challenges of using Shopee's advertising features from the perspective of MSMEs with similar business backgrounds.

The author had previously attempted to request interviews with Shopee Central and Shopee Semarang as representatives of the platform. However, Shopee's official response declined to participate as a source for this research. Therefore, interviews focused on fellow MSMEs as a form of triangulation for relevant sources.

The informant (interviewed) who provided feedback regarding the use of paid advertising on Shopee was Mrs. Hikmah, the owner of the hikmah thalibbatik shop who has been actively selling batik through Shopee for the past few years. The following is the result of the interview with Mrs. Hikmah: "So far, I have tried several times using the paid advertising feature on Shopee, both product ads and store ads. While initially, the ads were quite helpful in increasing impressions and clicks to my store, the results have not been commensurate with the advertising costs I have spent. For example, when I top up my advertising balance with IDR 100,000, the balance is quickly depleted in a matter of days, but the incoming sales are not as many as I expected. In fact, sometimes ads only generate a lot of impressions and likes but are not followed by significant orders. I think the advertising costs on Shopee are quite high for MSMEs like us. So now I am more selective in placing ads and focus on other, more cost-effective promotional methods. I prefer to market products outside of Shopee because of the high advertising costs and administrative fees, free shipping, and other costs."

The interview results concluded that paid advertising strategies on Shopee can indeed increase product and store visibility. However, their effectiveness remains questionable, especially when compared to the costs involved. The relatively high and quickly depleted advertising costs without a guarantee of significant sales conversions are a major concern for MSMEs. This aligns with the findings of this study, which found that paid advertising requires substantial capital investment.

As supporting data for analysis related to the use of paid advertising in the Shopee application, the author also distributed a questionnaire to Belluva Batik Pekalongan

customers who purchased through the Shopee platform. This questionnaire aimed to determine the extent to which Belluva Batik Pekalongan's paid advertising influences consumer interest and purchasing decisions. The questionnaire also sought suggestions and input regarding future promotional strategies.

The questionnaire was distributed online via Google Form to customers after completing their transactions on Shopee. This method was chosen because it was considered practical, easy to reach respondents, and allowed them to complete the questionnaire at any time convenient for them. The questionnaire was anonymous to maintain respondent confidentiality and encourage honest and open responses. This principle was also implemented as part of research ethics.

The initial section of the questionnaire explored how long respondents had known Belluva Batik Pekalongan and how they found the store on Shopee. Based on the data collected, the majority of respondents (around 60%) stated they had known Belluva Batik Pekalongan on Shopee for less than 6 months. Meanwhile, 25% of respondents had known it for more than 6 months to a year, and the remaining 15% claimed to have been loyal customers for over a year. "I initially saw Belluva while searching for nursing housedresses, and it turned out the pattern was perfect," wrote one respondent.

When asked how they first got to know Belluva Batik Pekalongan on Shopee, as many as 70% of respondents first learned about Belluva Batik through product searches on Shopee using keywords like "batik nursing housedress" or "trendy pregnant women's clothes," and the remaining 30% learned about it through advertisements (Shopee Ads). This indicates that paid advertising strategies contribute to increasing store visibility.

Nearly 100% of respondents also reported seeing Belluva Batik Pekalongan ads while browsing Shopee. These ads appeared in both recommended product and store ads. Several respondents responded positively to the ads' appearance. As one respondent put it, "I immediately liked the ad. It was cute and simple, so I clicked to check it out."

Most respondents also stated that ads only helped them find stores, but that other factors, such as price and product quality, still influenced their purchasing decisions. One respondent said, "I saw the ad in a video but wasn't convinced it was that good, so I read the reviews first."

Interestingly, of the respondents who had seen Belluva ads, only 30% said they felt the ads influenced their decision to visit the store or purchase the product. The remaining 70% stated they were more influenced by other factors, such as price, product quality, and reviews from other buyers, than the ads themselves. "I'm more interested in seeing customer ratings and reviews than ads," wrote one respondent.

The results of this questionnaire indicate that while Belluva Batik Pekalongan's Shopee advertisement successfully increased awareness, its effectiveness in influencing purchasing decisions was limited. This aligns with previous ad performance analysis, which found that advertising requires relatively high costs and sells quickly, but does not always translate directly to increased sales.

3.2. Relevance of Theory and Research

As science and technology advance, marketing concepts continue to evolve. These changes arise from the need for companies and sellers to adapt to increasingly dynamic consumer behavior and increasingly advanced technology. Philip Kotler, Kartajaya, and Setiawan (2021) explain that modern marketing has gone through five stages of evolution, from marketing 1.0 to marketing 5.0.

Marketing 5.0 is the application of human-like technology with the goal of creating, communicating, delivering, and enhancing other value throughout the customer journey.One of the key themes in Marketing 5.0 is what we call "next tech," a collection of technologies that aim to mimic human capabilities. These technologies include Artificial Intelligence (AI), Natural Language Processing (NLP), Sensor Technology, Robotics, Augmented Reality (AR), Virtual Reality (VR), IoT (Internet of Things), and Blockchain. The combination of these theories will enable the implementation of Marketing 5.0.

Over the past few years, AI has been developed to mimic human cognitive abilities, particularly to study unstructured customer data and discover insights that may be useful to marketers. When combined with other supporting technologies, AI can also be used to tailor offers to the right customers. Big data processing has enabled marketers to personalize their marketing strategies to each customer, a process known as "segments of one."

AI can also help uncover shopping patterns, which is useful for e-tailers to recommend the right products and content to groups of shoppers based on their profiles. Recommendation engines have become a key differentiator for e-commerce players and other digital businesses. They continuously analyze past purchase history to create dynamic segmentation, build customer profiles, and find hidden connections between seemingly unrelated products, allowing for up-selling and cross-selling.

Technology enables data-driven, predictive, contextual, augmented, and agile marketing. Based on the ways in which current technology adds value to marketing, Kottler defines five fundamental components of Marketing 5.0, consisting of two disciplines and three applications. First, data-driven marketing. Here, marketing activities are based on robust, real-time data, eliminating the time gap between data collection and decision-making. For example, the Shopee Ads application utilizes user behavior data (products viewed, clicked, saved, or purchased) to display relevant ads to the right audience. This system also provides ad performance reports to sellers so they can make decisions based on that data.

Second, predictive marketing leverages the power of analytics to predict outcomes. Predictive marketing uses data analysis and algorithms to predict future customer needs and behavior. This allows companies to plan more targeted strategies. For example, the Shopee Ads algorithm predicts the audience most likely to be interested in an advertised product. The automatic targeting feature predicts relevant target markets, eliminating the need for sellers to manually select audiences.

Third, contextual marketing. Here, technology plays a role in helping personalize and customize products and services according to customer profiles. Contextual marketing

leverages technology to create more personalized marketing messages tailored to specific situations or needs. In the Shopee system, ads or special offers are based on a user's location, time, and shopping history. For example, a user searching for nursing housedresses will more frequently see ads for similar products on the homepage or in notifications.

Fourth, augmented marketing. Augmented marketing is the application of technologies such as artificial intelligence (AI) or automated chatbots that answer basic customer questions to support customer interactions or assist the marketing process. For example, the auto-response feature in the Shopee app can be customized to meet frequently asked questions, reducing customer wait times for product or sales information.

Fifth, agile marketing refers to a mindset. In organizations, for example, decisions are made not only based on data but also on the agility to conduct frequent and routine experimentation. Agile marketing refers to an organization's ability to quickly adapt, experiment, and continuously optimize marketing strategies. In the context of Shopee, the application of agile marketing can be seen in Shopee's regular updates of new features such as the Shopee Affiliate Program, Shopee Live, and others, which continuously follow market trends.

The focus of Philip Kottler's Marketing 5.0 is that AI has the ability to discover previously unknown customer behavior patterns based on mountains of data. However, despite AI's computing power, only humans can understand other humans. Marketers must sift through and interpret the underlying motives of customers' actions. This is because human intelligence is highly contextual, though not always precise. And technologists have not yet succeeded in creating machines that can connect with customers like humans.

As explained by Kotler and Keller (2016), digital marketing provides businesses with the opportunity to reach a broad and efficient audience through various digital media. In the context of marketplaces like Shopee, the Shopee Ads feature allows products to appear in strategic positions, whether through Search Ads, Discovery Ads, or Display Ads, to increase visibility and potential sales conversions (Chaffey & Ellis–Chadwick, 2019).

Based on the author's experience as the owner of Belluva Batik Pekalongan, Shopee Ads hasn't been widely implemented as a paid advertising feature. He prefers to utilize the free advertising feature, which allows the promotion of up to five products every four hours at no additional cost. This feature was chosen because it is considered more cost-effective and easier to use, although it has a more limited reach than paid Shopee Ads.

These findings align with the Marketing 5.0 concept by Kotler, Kartajaya, and Setiawan (2021), which emphasizes the integration of advanced technologies such as big data, artificial intelligence (AI), and algorithms into modern marketing practices. The relevance of Marketing 5.0 in Belluva's case can be outlined as follows:

1. Data-Driven

Within the Marketing 5.0 framework proposed by Kotler et al. (2021), one of the characteristics of an effective digital marketing strategy is the implementation of a data-

driven and predictive marketing approach. This means marketing decisions should be based on the analysis of available historical data, not solely on intuition or habit.

In the context of using Shopee Ads, this approach is ideally implemented by fully utilizing the analytics features available in the advertising dashboard. Businesses should regularly monitor metrics such as impressions, clicks, click-through rate (CTR), cost-per-click (CPC), conversions, and return on ad spend (ROAS). This data is then used to evaluate the effectiveness of ongoing campaigns and inform future strategy development.

Furthermore, a data-driven strategy allows businesses to conduct advertising experiments (A/B testing) to determine the most effective content or broadcast times. Furthermore, collected ad performance data can be used predictively to estimate sales trends, the most appropriate promotional timing, and which products are most suitable for advertising.

In other words, data-driven marketing practices enable businesses to not only understand what's happening but also anticipate what's coming, and develop strategies more precisely and efficiently. This approach is a crucial foundation for navigating the increasingly competitive landscape on e-commerce platforms like Shopee.

However, based on interviews and observations of Belluva's paid advertising practices, data-driven and predictive marketing approaches have not been fully implemented optimally. Although the Shopee Ads feature provides performance data such as impressions, clicks, CTR, cost-per-click, and conversions, this data has not been actively utilized for strategic decision-making. Belluva still runs ad campaigns based on immediate needs, such as when traffic drops or when launching a new product, without analyzing historical performance or audience segmentation.

Furthermore, the decision to use the Auto Ads feature—where Shopee's system automatically selects keywords and ad placement—indicates that the advertising strategy wasn't based on in-depth manual data analysis. There was no regular evaluation of which ads performed best, which products generated the most conversions, or the most effective time to display ads. There was also no A/B testing of ad content or copywriting variations, which should be part of a data-driven strategy.

The minimal utilization of this analytical feature can be caused by several factors, such as limited human resources capable of reading and interpreting digital metrics, a lack of data-based marketing literacy, and the absence of an internal routine for conducting regular evaluations of digital advertising performance.

This situation indicates that Belluva's current marketing practices are still intuitive and reactive, not yet leading to data-driven marketing as envisioned in the Marketing 5.0 concept. However, in a competitive and highly dynamic e-commerce ecosystem like Shopee, the ability to interpret data and develop strategies based on digital insights is key to achieving advertising effectiveness and marketing budget efficiency.

2. Contextual Marketing

The principle of contextual marketing is to deliver relevant messages based on the audience's specific context, such as shopping trends, season, time of day, or search behavior.

Shopee, as a platform, supports personalization through product recommendation algorithms based on user behavior. However, from Belluva's perspective, ad content is not contextually structured. There are no visual adjustments or ad copywriting tailored to specific moments, such as the Eid al-Fitr season or batik fashion trends for formal occasions. Solution: Belluva can tailor ad content to be relevant to specific time contexts (seasonal marketing). For example, using Eid al-Fitr-themed visuals in the lead-up to Eid al-Fitr or highlighting breastfeeding-friendly benefits as Mother's Day approaches.

3. Agile Marketing

Agile marketing encourages businesses to quickly adapt and experiment with marketing strategies through A/B testing. The goal is to find the most effective ad combination (visuals, headlines, audience). However, Shopee Ads doesn't yet offer A/B testing. Belluva also hasn't experimented with ad content variations, so the current strategy is static and lacks flexibility. Solution: Belluva can manually create multiple ad versions to test performance differences. The results can be analyzed to determine the most effective ad version before implementing it more widely.

4. Augmented Marketing

The majority of respondents found Belluva's product page visually and informatively appealing. This aligns with the augmented marketing approach, which seeks to enrich the customer experience digitally. Shopee Ads does not support interactive content in ad formats. However, interactive elements such as chatbots or product videos are used, but not optimally.

5. Predictive Marketing

Belluva products appear in search results or recommendations based on user behavior. This reflects the Shopee system's application of contextual marketing. However, Belluva's ad content strategy is still not tailored to specific consumer contexts (e.g., seasons, shopping times, search trends). Predictive marketing allows businesses to use historical data to predict sales trends, the most effective promotional times, and products with high conversion potential. In Belluva's context, this predictive approach has not been fully implemented. Marketing strategies are still reactive and not supported by promotional calendars or forecasting based on previous sales data. Furthermore, Shopee Ads features, which prioritize automatic optimization (e.g., GMV Max Auto and GMV Max ROAS), limit Belluva's ability to build more proactive predictive models.

Solution: Belluva can create a simple sales forecast from historical Shopee sales data. This strategy helps anticipate major shopping events like Ramadan, Harbolnas (11.11, 12.12), or double-date promotions, which typically increase e-commerce traffic.

Thus, it can be concluded that the technological features on the Shopee platform support Marketing 5.0 principles, but Belluva's utilization is still partial. This research demonstrates significant potential for MSMEs to implement technology-based digital marketing strategies more consistently, intelligently, and adaptively to increase promotional effectiveness.

However, compared to digital marketing best practices recommended in the literature, Belluva's utilization of Shopee Ads is still suboptimal. Paid advertising is only used occasionally (not continuously), so the impact on sales growth is not significant. According to Morgan (2012), the success of digital advertising is influenced by campaign consistency, keyword selection, and regular ad performance analysis. In Belluva's case, limited resources and technical experience were inhibiting factors in maximizing the feature's effectiveness.

The findings that the author managed to collect to answer the research focus can be formulated into several characteristics as follows:

First, Belluva Batik's use of Shopee Ads is still limited. As the owner of Belluva, the author frequently utilizes Shopee's free advertising feature, which allows the promotion of a maximum of five products every four hours, rather than the paid Shopee Ads feature. This strategy was driven by cost-efficiency and resource constraints. Although the free advertising feature has a more limited reach, Belluva products still appear regularly on Shopee's search and recommendation pages thanks to the platform's algorithm.

Second, the majority of respondents considered Belluva's product content appealing. The questionnaire results showed that comprehensive product descriptions, high-quality photos, and informative page layouts were factors that made consumers more confident in clicking on ads. As one respondent expressed, "I think Belluva's product page is attractive; the photos are good and the information is comprehensive. So when I see the ad and click, I feel confident in checking out." This finding aligns with Widiastuti (2021), who stated that product visualization and storytelling in advertising content can increase consumer interest in batik products as a cultural heritage.

Third, consumer response to Belluva ads has been quite positive, but not optimal. Based on the questionnaire, approximately 75% of respondents reported seeing Belluva products appear in Shopee ads, either when searching using specific keywords or through the similar products feature. However, only approximately 30% of respondents expressed immediate interest in purchasing after seeing the ad. One respondent stated, "I like seeing Belluva products appear on Shopee, but I usually wait for free shipping promotions or vouchers before buying."

Fourth, when compared to digital marketing best practices described by Chaffey & Ellis-Chadwick (2019), Belluva's advertising strategy remains suboptimal. Paid advertising is conducted only occasionally and not continuously, so its impact on sales growth is not yet significant. Morgan (2012) emphasized that successful digital advertising requires campaign consistency, appropriate keyword selection, and regular ad performance analysis. In Belluva's case, limited funds, time, and technical experience were inhibiting factors in maximizing Shopee Ads' features more effectively.

Characteristics	Manifestation of Findings at Belluva Batik
Utilization of Shopee Ads	Paid Shopee Ads are still rarely used; free advertising is more common (max. 5 products/4 hours).
Attractive Product Content	The product page was rated as informative and attractive by the majority of respondents (visual design, photos, and complete descriptions).
Shopee Algorithm	Shopee's algorithm helps Belluva products appear on search & recommendation pages, even without regular paid promotions.
Limited Resources	Lack of consistency in paid campaigns due to time, cost and technical understanding constraints.
Consumer Response to Advertising	±75% of respondents have seen Belluva advertisements; ±30% are interested in purchasing after seeing the advertisement.
Comparison with Best Practice	Advertising strategies are not optimal compared to digital marketing best practices (Chaffey & Ellis-Chadwick, 2019).

4. Conclusion

Based on the results of the research that has been conducted regarding "Analysis of the Use of Paid Advertising (Shopee Ads) in Increasing Sales of Belluva Batik Pekalongan", the following conclusions can be drawn: 1. Belluva Batik Pekalongan's use of Shopee Ads has not been optimal in increasing sales. While this feature has significant potential to expand audience reach, Belluva's use of it is still limited and rarely intensive. As the owner of Belluva, the author often utilizes Shopee's free advertising feature, which has limited reach, rather than paid Shopee Ads. 2. The impact of Shopee Ads on increasing sales remains insignificant. Questionnaire results showed that approximately 75% of respondents had seen Belluva products on Shopee Ads, but only approximately 30% were immediately interested in purchasing after seeing the ad. This suggests that despite increased visibility through Shopee Ads, conversion to actual sales remains low due to other factors such as consumer preference for free shipping promotions or additional vouchers. 3. Belluva's product content has been deemed appealing by consumers, but the consistency of its advertising campaigns remains lacking. Comprehensive product descriptions, high-quality photos, and informative store pages attract consumers to click on ads. However, limitations in paid advertising strategies, the lack of in-depth keyword analysis, and the lack of regular evaluation mean that Shopee Ads has not yet maximized its sales growth. 4. There's a gap between Belluva's marketing practices and digital marketing best practices. Effective paid advertising should be implemented consistently, with precise targeting and regular performance evaluation. Limited budget, time, and technical knowledge are hindering Belluva from maximizing Shopee Ads' potential as a sales driver.

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