

**INTEGRATING E-COMMERCE WEBSITES AND SOCIAL MEDIA TO INCREASE SALES OF ASSIGNMENT WRITING SERVICES**

**Kevin<sup>1</sup>, Rio Sutrisno<sup>2</sup>, Ayu Lasmi Sitanggang<sup>3</sup>, Agsha Dwi Agustin Ginting<sup>4</sup>, Rana Haura<sup>5</sup>, Harry Pratama Figna<sup>6</sup>**

<sup>123456</sup>Program Studi Pendidikan Teknik Informatika, STKIP Al-Maksum, Langkat, Indonesia

Correspondence Email: [kevin5427264@gmail.com](mailto:kevin5427264@gmail.com)

**ABSTRACT**

*The development of digital technology has brought significant changes to marketing patterns and strategies across various business sectors, including assignment-making services, which are developing as a form of digital-based entrepreneurship. High levels of competition require businesses to no longer rely on traditional marketing approaches and instead optimize the use of digital media in a smart, targeted, and integrated manner. This study aims to examine the role of smart digital marketing through the use of e-commerce websites and social media in increasing sales of assignment-making services. This research employed a descriptive qualitative approach using a case study method. Data collection involved observing digital marketing activities, interviewing customers, and documenting interactions on social media and websites. The data obtained was systematically analyzed to illustrate the effectiveness of the implemented digital marketing strategy. The research results show that integrating social media as a means of promotion, interaction, and communication with an e-commerce website as a transaction center can increase customer trust, expand market reach, and simplify the service ordering process. A well-planned, consistent, and data-driven digital marketing strategy has been proven to positively contribute to increased sales while supporting the sustainability of assignment-making services in the digital era.*

*Keywords: digital marketing; e-commerce; social media; digital entrepreneurship; assignment creation services.*

## INTRODUCTION

Information technology today has been developing rapidly. With the development of information and communication technology, it is able to encourage the growth and development of various community business activities, thus entering a new economic era, one of which is the creative economy (Runtu, M. R. G., 2022), including the non-formal education service industry. Currently, there is a significant shift in consumer behavior among university students and school students as digital natives. They tend to seek solutions for their academic needs through digital platforms due to time efficiency and ease of access. The transformation of the digital economy has fundamentally changed society's consumption patterns, especially with the increasing use of e-commerce, sharing economy-based services, and digital payment methods that make transactions increasingly easier (Amory, J. D. S., & Mudo, M. 2025). E-commerce platforms, digital financial services, and innovations in payment technology have created an ecosystem new in the world of commerce, allows consumers to obtain goods and services more quickly, efficiently, and conveniently (Dwi et al., 2025). This phenomenon demands that service entrepreneurs who assist with tasks no longer rely solely on physical presence, but must actively engage in cyberspace to capture broader market opportunities.

However, in practice, building a homework assistance service business comes with its own challenges, particularly in terms of credibility. The main problem often encountered is the difficulty of building trust; this trust does not form instantly, but requires a well-structured and consistent digital communication strategy. Consumer trust in digital transactions is greatly influenced by the perception of security and the data privacy guarantees provided by the platform provider (Lestari & Jati, 2023). Social media creates many opportunities to build trust, such as the ability to establish two-way communication, leveraging credible influencers, and providing quick responses to consumer complaints or feedback (Pamungkas et al., 2024), and expanding market reach. If relying solely on conventional methods like word-of-mouth marketing, these traditional methods have geographic limitations and slow information dissemination, making it difficult for businesses to grow exponentially. The intangible nature of services requires 'digital physical evidence' such as testimonials and portfolios to reduce potential buyers' doubts (Tjiptono & Chandra, 2022). For service-based products, the use of conventional marketing management is no longer appropriate because the marketing orientation is considered to have shifted from merely a sales orientation to a customer value-added orientation (Sari et al., 2025). Without a transparent and professional digital track record, potential consumers often feel uncertain about the quality and safety of the services offered.

Therefore, a breakthrough in marketing strategy is needed that can integrate various platforms to create a solid business ecosystem. E-commerce provides opportunities for business players to reach a larger and wider market (Juhana D et al., 2024). The use of information technology in business has brought new efficiencies, increased productivity, and opened up new opportunities for business growth (Erwin et al., 2023). The use of e-commerce websites as professional transaction hubs and social media as interaction channels becomes the main key. The question is how the synergy between the website and social media can be managed intelligently to sustainably increase the scalability of this service business? This integration is not merely a technical issue of creating accounts, but rather a matter of content strategy and data management that can turn the audience into loyal customers.

This study aims to explain the "Smart Digital Marketing" strategy in the context of assignment assistance services. The main focus of the study is to examine how the use of e-commerce websites can enhance professionalism and an integrated payment system, while social media plays a role in building customer engagement. Through this approach, it is expected that entrepreneurs can understand digital marketing mechanisms that not only expand reach but also strengthen brand positioning amid competitive market conditions, and are also more likely to support brands that openly oppose discrimination, advocate for inclusivity, and support social campaigns relevant to their values. Sincerity in brand communication becomes a key element (Mariana & Engelbert, 2025).

### **Digital Entrepreneurship**

Digital entrepreneurship is the convergence of traditional entrepreneurship with the utilization of digital technology in creating value, products, or services. In the internet era, entrepreneurship is no longer limited to physical spaces, but rather focuses on flexibility, scalability, and operational efficiency through online platforms. Entrepreneurship is the ability to achieve goals in the form of profit. This ability includes the capability to seize opportunities as well as take risks. It also includes the ability to manage. Business aims to reach the ultimate goal, which is profit for the business

(Moelrine & Syarif, 2023). The main characteristic of digital entrepreneurship is its reliance on data and connectivity to reach the global market at a relatively lower cost compared to conventional business models.

### **Digital Marketing and the AIDA Model**

Digital marketing encompasses all marketing efforts that use electronic devices or the internet. Social media not only serves as a promotional tool but also as an interactive medium that significantly enhances customer engagement through relevant visual content (Pradana et al., 2022). Digital entrepreneurship requires the ability to adapt to technology in order to create competitive added value in the global market (Haryanti & Iriani, 2022). In the context of social media, effective marketing strategies often refer to the AIDA Model (Attention, Interest, Desire, Action). The application of the AIDA model in digital content is effective in converting audience attention into actual purchase actions (Wijaya & Nurcahyo, 2023). To map the consumer journey, the AIDA theory states that the purchase decision is a psychological process experienced by consumers or buyers. The AIDA process begins with the stage of paying attention to a product or service, and if they are impressed, it will proceed to the stage of developing an interest in the product or service (Kurniawati et al., 2022).

- Attention : How creative content on social media is able to attract the attention of potential consumers in the midst of a dense flow of information.
- Interest : The stage where the audience begins to be interested in the advantages of task assistance services through content education.
- Desire : Building the desire of potential consumers through testimonials or quality workmanship.
- Action : Encourage the audience to make a transaction, usually directed to a click on a website link or admin contact.

### **E-commerce for the Service Sector**

The use of e-commerce platforms to sell services has characteristics that are different compared to selling physical products. While physical products emphasize logistics and inventory, service e-commerce focuses more on time management, trust, and the quality of intangible results. An e-commerce website in the service business functions as a digital portfolio as well as an order management system that provides a sense of security for customers through a verified and professional payment system.

### **Social Media as a Driver and Community Builder**

Social media plays a role not only as an advertising board but also as a driver of two-way interaction. The role of engaging visual content (such as infographics on Instagram or short videos on TikTok) is crucial in building brand identity. Consistent interaction through comments and direct messages allows business owners to build a loyal community. Social media offers unique opportunities to expand market reach, build a brand, and interact with potential customers at a relatively low cost (Larasati & Istiqomah, 2024). This community will later reduce the skepticism of potential customers toward homework assistance services and increase sales conversions organically.

## **RESEARCH METHODS**

This study applies a descriptive qualitative approach with a case study method aimed at gaining an in-depth understanding of the implementation of digital marketing in assignment creation services. According to Waruwu (2024), the descriptive qualitative research method is an approach used to explore and develop knowledge or theory based on the results of previous research. This approach was chosen because it allows researchers to examine digital marketing phenomena contextually, thoroughly, and in depth, in accordance with the conditions and dynamics occurring in the field.

The subjects of this study are service businesses that offer assignment-making services by utilizing social media, particularly Instagram, as a promotional platform, as well as e-commerce websites as a means for transactions and order management. Data collection was carried out using three main techniques, namely observation, interviews, and documentation. Observation was conducted by directly monitoring digital marketing activities, including content publication, patterns of interaction with customers, and the mechanisms of ordering services through digital platforms. Interviews were conducted informally with several customers to gather information regarding their level of trust, ease of the transaction process, and satisfaction with the services provided. Meanwhile, documentation was carried out by collecting data in the form of screenshots from social media accounts. Interaction statistics such as the number of likes, comments, and incoming messages, as

well as service booking data before and after the implementation of the digital marketing system. Data analysis is conducted through the stages of data reduction, data presentation, and conclusion drawing. The obtained data is selected, classified, and grouped according to the research focus and theme, then analyzed descriptively to produce a comprehensive picture of the effectiveness of the digital marketing strategies applied.

**RESULTS AND DISCUSSION**

Research results indicate that social media plays a significant role in capturing attention and sparking interest among potential customers. Educational content, supported by customer testimonials and appealing visual presentations, has been proven to increase the intensity of interaction while strengthening audience trust. In the context of digital marketing, social media serves as an effective top-of-funnel stage to guide potential customers to e-commerce websites as a means for service ordering (Suspahariati et al., 2022). Changes in marketing conditions and service sales levels before and after the implementation of a smart digital marketing strategy are presented in Table 1.

**Table 1. Comparison of Sales Before and After Implementing Smart Digital Marketing**

<b>Aspect Analyzed</b>	<b>Before Implementing Digital Marketing</b>	<b>After Implementing Digital Marketing</b>
Main Promotion Media	Word of mouth, personal chats	Social media & e-commerce website
Market Reach	Limited (within friend circles)	Wider (students & pupils)
Ordering Process	Manual, unstructured	Structured via website
Customer Trust	Relatively low	Increased
Number of Service Requests	Unstable	Tending to increase

Based on the data presented in Table 1, there is a significant transformation in various aspects of business operations after switching to a digital marketing strategy. The most fundamental change lies in the main promotional media; whereas previously businesses relied solely on conventional methods such as word of mouth and limited personal messages, the use of social media and e-commerce websites now provides a more professional and dynamic platform. This directly impacts market reach, which was previously limited to a narrow circle of friends, but now expands massively to touch more specific and potential segments, such as university and school student groups.

In addition to expanding reach, operational efficiency has also seen a drastic improvement. The ordering process, which was previously carried out manually and tended to be unstructured making it prone to human error has now transformed into an integrated and systematic system through the website. The ease of access and transparency of this system have become key factors in increasing customer trust, which had previously been at a relatively low level due to limited information and professionalism.

In the end, the synergy between extensive promotion, a well-organized system, and strong credibility results in better business stability. While before the implementation of digital marketing, the demand for services tended to fluctuate and be unstable, data shows that after implementing digital strategies, the demand graph shows a trend of continuous and consistent growth. This proves that technological adaptation is not just a trend, but a fundamental necessity for maintaining business continuity and growth in the modern era.

Furthermore, the role of social media in attracting customers can be closely observed through the results of observations on the variety of content presented and how audiences respond to that content. In today's digital ecosystem, social media has transformed from merely an electronic bulletin board into a dynamic ecosystem that prioritizes emotional closeness. Social media not only functions as a one-way promotional tool but also as a crucial two-way communication platform. This enables interactive and personal dialogue between businesses and potential customers, ultimately breaking down the barriers of distance and formality often found in traditional marketing.

The effectiveness of this strategy largely depends on the quality of content that can trigger engagement. Observations show that audiences tend to respond positively such as likes, comments, or shares to posts that provide educational value, entertainment, or real testimonials. Direct interactions through the comment section or direct messages (DMs) give business owners the

opportunity to address customer doubts in real-time, allowing the conversion process from simply 'viewing' to 'purchasing' to happen more quickly.

Furthermore, observational data indicates that consistency in responding to audience feedback significantly increases brand loyalty. Customers feel more valued when their aspirations or questions are addressed promptly and humanely. To provide a more detailed picture of the effectiveness of different types of content and the patterns of interaction that emerge, the results of observations on the role of social media in attracting customer interest are presented systematically in Table 2 below.

**Table 2 Observation Results on the Role of Social Media in Attracting Customers**

<b>Observation Indicator</b>	<b>Field Findings</b>
Content Type	Educational content, testimonials, service information
Audience Response	Increased likes, comments, and direct messages
Function of Social Media	Attracting attention and building interest
Impact on Sales	Directing potential customers to the website

The data presented in Table 2 shows that selecting a varied content strategy, particularly educational content and customer testimonials, is a dominant factor in triggering spikes in audience interaction. Educational content provides added value for potential customers, while testimonials serve as social proof that enhances the credibility of the service in the public eye. This combination proves effective in eliciting active responses, marked by significant increases in likes, comments, and direct messages (DMs). This indicates that the audience is not merely viewing content passively but is beginning to engage emotionally and has a deeper curiosity about the services offered.

Furthermore, these field findings reinforce the position of social media as a highly crucial "top of funnel" instrument in the digital marketing cycle. Through transparent and engaging service information, social media successfully fulfills its role in capturing attention and building interest (awareness & interest) among audiences who may not have previously known the brand. This process is a critical stage; without strong initial interest, it is unlikely that potential customers will proceed to more serious stages of interaction.

The success of this strategy does not stop at mere interaction but also has a direct impact on the overall sales flow. According to the 'Impact on Sales' data, social media activity acts as a bridge directing potential customers to the official website. This is where the synergy between platforms becomes evident: social media serves to build connections and desire, while the website becomes the final destination for a more structured transaction process. This pattern proves that an integrated digital presence can create a smooth, efficient, and results-oriented customer journey.

In the modern business ecosystem, an e-commerce website not only functions as a static product catalog but also plays a crucial role as the primary transaction hub that fundamentally builds a professional impression while enhancing overall business credibility. If social media serves as the front-line driver of interest, the website is the infrastructure that finalizes customer trust through a superior user experience. A well-organized ordering system and transparent presentation of service information can eliminate ambiguities that often occur with conventional methods, thereby minimizing the risk of miscommunication and improving operational efficiency.

Furthermore, technical aspects such as the integration of various digital payment methods become key factors that provide exceptional flexibility and convenience for customers in completing transactions in real-time. This aligns with the view of Putri et al. (2025), who stated that ease of access and the professionalism of digital platforms are directly proportional to consumer satisfaction and loyalty. With an integrated system, customers not only gain technical convenience but also a sense of security because every step—from service selection to payment confirmation—is automatically documented.

The application of this technology directly changes public perception of the business scale, from being considered a small enterprise to a more trusted entity ready to compete in a broader market. To understand how these features impact users' subjective evaluations, data on customer perceptions regarding the utilization of e-commerce websites are presented in detail in Table 3.

Table 3 Customer Perceptions of E-Commerce Websites

Assessment Aspect	Customer Perception
Website Appearance	Professional and easy to understand
Ease of Ordering	Easy and practical
Payment System	Secure and trustworthy
Clarity of Service Information	Very clear

Based on the data in Table 3, e-commerce websites play a vital role as the final stage or bottom of the funnel that psychologically drives customers to make a purchase decision immediately. At this point, all potential customer doubts must be eliminated through a clean and functional interface. The website acts as an "automated salesperson" working 24 hours to ensure that the interest built on social media does not fade away, but instead leads to actual transactions.

The implementation of a structured and transparent system on the website has proven capable of minimizing the barriers of manual communication, which often become a weak point in conventional businesses. By shifting from irregular private chats to an automated system, businesses can significantly accelerate their service processes. The speed and clarity of this information not only enhance operational efficiency but also directly contribute to customer satisfaction, as customers feel valued through responsive and professional service.

Furthermore, this effectiveness is reinforced by the implementation of data-driven smart digital marketing strategies. Referring to the ideas of Alexia & Setiawan (2025), the use of social media analytics allows business operators to determine the most effective timing for content uploads to achieve maximum reach. By identifying the types of content that are most favored by the audience and setting precise target markets, each marketing effort becomes more measurable and less speculative, allowing resources to be allocated optimally to attract genuinely relevant audiences.

Overall, the comprehensive observational results presented in Table 1, Table 2, and Table 3 indicate that an integrated digital strategy has a massive positive impact. There is a strong correlation between the use of websites and social media and the increase in service requests compared to the period before digitalization was implemented. The synergy between these platforms creates a robust business ecosystem, where each channel supports one another to create a seamless consumer journey from the introduction stage to the payment completion stage.

These findings are highly in line with the AIDA theory, which forms the foundation of consumer behavior. The strategy implemented has covered the stages of attention through creative content, building interest through social media interactions, stimulating desire through testimonials and education, and ultimately triggering action through an efficient website system. Thus, this digital transformation is not merely a change of tools, but a restructuring of communication strategy that follows the flow of modern consumer decision-making psychology.

## CONCLUSIONS

Based on the research findings, the implementation of smart digital marketing strategies through the integration of social media and e-commerce websites has been proven to significantly increase service sales volume. Social media plays an important role as the initial channel for building interaction with audiences through educational and transparent content, as well as active responses to comments and direct messages, which help reduce potential customers' doubts and strengthen their trust. Meanwhile, the e-commerce website functions as a transaction center that is more efficient, structured, and professional, thereby enhancing the business image while simplifying the ordering process. The synergy between social media as an attention-grabbing platform and the website as a transaction executor also expands market reach to more specific and broader segments and improves order management efficiency. Therefore, the success of this marketing model confirms that business sustainability in the digital era depends greatly on the ability to adapt to integrated marketing technology, which not only increases short-term sales but also builds a strong foundation for long-term business growth.

## **BIBLIOGRAPHY**

- Alexia, K. R., & Setiawan, B. L. T. (2025). The Influence Of Social Media On E-Commerce: Sales Performance An Analysis Of Digital Marketing Strategies. *JUMDER: Jurnal Bisnis Digital dan Ekonomi Kreatif*, 1(5), 42-48.
- Amory, J. D. S., & Mudo, M. (2025). Transformasi ekonomi digital dan evolusi pola konsumsi: Tinjauan literatur tentang perubahan perilaku belanja di era internet. *Jurnal Minfo Polgan*, 14(1), 28-37.
- Dwi, J., Amory, S., Mudo, M., & Rhena, J. (2025). Transformasi Ekonomi Digital dan Evolusi Pola Konsumsi : Tinjauan Literatur tentang Perubahan Perilaku Belanja di Era Internet. 14, 28–37.
- Erwin, E., Subagja, A. D., Masliardi, A., Hansopaheluwakan, S., Kurniawan, S. D., Darmanto, E. B., & Muksin, N. N. (2023). *Bisnis Digital: Strategi dan Teknik Pemasaran Terkini*. PT. Green Pustaka Indonesia.
- Haryanti, S., & Iriani, S. S. (2022). Transformasi Kewirausahaan Digital di Era Ekonomi Baru. *Jurnal Riset Ekonomi dan Bisnis*, 15(2), 89-102.
- Juhana, D., Komara, A. T., Sidharta, I., & Suzanto, B. (2024). *Pengantar E-Commerce dan Platform Digital*. PT. Sonpedia Publishing Indonesia.
- Kurniawati, N. K., Widyastuti, N. W., Alifi, M. I., Nisa, H., & Maulana, I. C. (2022). Penerapan Attention, Interest, Desire, Action (AIDA) Terhadap Komunikasi Pemasaran Kerajinan Tangan. 8(June), 347–353.
- Larasati, S. A., & Istiqomah, A. (2024). Peran Media Sosial Dalam Pengembangan Usaha Mikro, Kecil dan Menengah (UMKM). 4(2).
- Lestari, P. A., & Jati, H. (2023). Pengaruh Keamanan Data dan Kepercayaan terhadap Niat Beli Konsumen pada Marketplace. *Jurnal Sistem Informasi dan Bisnis*, 5(1), 45-53.
- Mariana, S., & Engelbert, A. (2025). Efektifitas Pemasaran Digital Pada Generasi Z. 4(1), 63–85.
- Moelrine, A. F., & Syarif, R. (2023). Pengaruh Pengetahuan Kewirausahaan, Karakteristik Kewirausahaan dan Kompetensi Kewirausahaan Terhadap Keberhasilan UMKM Desa Bojong Kulur. 6(1), 127–137.
- Pamungkas, D. S., Saputra, I. B., & Laksana, A. (2024). Strategi komunikasi digital melalui media sosial untuk membangun kepercayaan konsumen. *Konsensus: Jurnal Ilmu Pertahanan, Hukum dan Ilmu Komunikasi*, 1(6), 88-94.
- Pradana, M., Wardhana, A., & Kartawinata, B. R. (2022). Strategi Pemasaran Digital dan Keterikatan Konsumen pada Media Sosial. *Jurnal Ilmu Komunikasi*, 20(2), 155-168.
- Putri, I., Deka, F. S., Triesia, D., Rizki, R. R., Adli, A., Zuliansyah, M. A., ... & Saputra, M. R. (2025). Penggunaan e-commerce sebagai bentuk pemanfaatan digital marketing bagi pelaku UMKM. *Jurnal Masyarakat Madani Indonesia*, 4(4), 1104-1116.
- Runtu, M. R. G. (2022). Pemanfaatan teknologi informasi dalam pengembangan ekonomi kreatif di Kota Parepare. *Jurnal Ilmiah Manajemen & Kewirausahaan*, 9(1), 1-10.
- Sari, N., Syari, R. L., Pandi, A., Tinggi, S., Tarbiyah, I., Ulum, D., Raya, K., & Digital, P. (2025). Strategi pemasaran yang efektif untuk umkm di era digital. 4(1).
- Suspahariati, S., Susilawati, R., & Hidayatillah, H. (2022). Peran Digital Marketing Dalam Meningkatkan Volume Penjualan Pada Umkm Omesh\_Id Ditengah Covid-19. *EKONOMIKA45: Jurnal Ilmiah Manajemen, Ekonomi Bisnis, Kewirausahaan*, 9(2), 315-323.
- Tjiptono, F., & Chandra, G. (2022). *Pemasaran Strategis di Era Digital*. Penerbit Andi
- Waruwu, M. (2024). Pendekatan penelitian kualitatif: Konsep, prosedur, kelebihan dan peran di bidang pendidikan. *Afeksi: Jurnal Penelitian Dan Evaluasi Pendidikan*, 5(2), 198-211.
- Wijaya, B. S., & Nurcahyo, R. (2023). Analisis Efektivitas Konten Instagram Berdasarkan Model AIDA pada UMKM Jasa. *Jurnal Manajemen Kewirausahaan*, 10(3), 210-225.