



Marketing Capability Analysis Towards Digital Marketing Performance on Brand They. We at Cv. Dewan Jawa Artha

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ABSTRACT

This study aims to analyze the role of marketing capabilities in improving digital marketing performance on the They.We brand at CV. Artha Champion Council. This research uses a qualitative approach with data collection techniques including interviews, observations, and documentation. The data obtained were analyzed using the Miles and Huberman model, which consists of data reduction, data presentation, and conclusion drawing. The results show that CV. Dewan Jawa Artha possesses adequate marketing capabilities, reflected in its ability to understand market needs, develop appropriate marketing strategies, and utilize digital technology in marketing activities. The company actively follows trends in the skincare industry and creates innovations through creative content and collaborations with influencers. Digital marketing implemented through social media platforms such as Instagram and TikTok has proven effective in increasing consumer engagement, expanding market reach, and boosting product sales. The company's digital marketing performance is indicated by high engagement levels, increasing number of consumers, and positive responses to the products offered. Therefore, marketing capabilities play a significant role in enhancing digital marketing performance at CV. Artha Champion Council. The better the company manages its marketing capabilities, the more optimal the marketing performance is achieved.

INTRODUCTION

Development digital technology in a number of decade final has bring change drastic in method company operate business. McKinsey (2020) said that which is meant “digital transformation” is not just utilization technology, but rather restructuring strategy, business model, and organizational culture to adapt with the digital era comprehensive. Digital becomes foundation for innovation products, processes, and interactions customer.

Transformation this demand business for move from conventional to digital approach. Transformation business from approach conventional going digital instead just replace media or channel, but reflect evolution strategic in business and operational models. According to nachhalt, digitalization means no only move the process offline to online realm, but rather remodel repeat how mark created, served, and maintained (Mauricio et al., 2021). In scope marketing, study qualitative in Italy shows that digital technology changes method company operate market analytics, managing price, and arrange channel distribution, signify that digitalization no just facilities, but restructuring function marketing that alone. Change this demand company adopting omnichannel strategies and measurement data-based to obtain agility in respond market dynamics (Birkinshaw & Fallon, 2025).

Development technology information moment this growing very rapidly and having an impact big on various aspect life humans, including in field business. One of the form the most significant digital transformation is emergence business online or e-commerce based, which allows activity sell buy done through a digital platform without limits of space and time. E-commerce is the concept where goods and services can order, paid, and delivered online, so that give efficiency time and cost for perpetrator business and consumer. The presence of e-commerce has created global digital revolution that opens up opportunity for businessman for sell product to the international market, at a time make it easier consumer in shop from house.

Progress technology developing information and communication with fast has given impact big to various fields, including in activity marketing. Currently, marketing activities marketing no only done in a way traditional, but also has utilise digital technologies such as social media, marketplaces, and various other online platforms. Changes this demand company for capable adapt yourself to stay can compete in the middle competition growing business competitive.

Beauty industry in Indonesia is experiencing rapid growth along increasing awareness public to importance appearance. Needs will product cosmetics and care face no only limited to women, but also reaching out men. Therefore, that usage skincare as if no can off in daily life woman and men (Perwitasari, 2019). Condition the cause the more lots perpetrator the efforts involved in it, so competition between company become stricter. Therefore, therefore, an appropriate marketing strategy is needed so that the company capable interesting interest consumers and increase sales volume. In context nowadays, digital marketing is the main strategy for reach a wider market

broad and diverse (Fahlevi, 2024). This strategy utilise various channel technology such as social media, websites, e-commerce, and influencer marketing to promote product in a way effective (Muksin et al., 2024). Utilization of social media no only functioning build image brand, but also increase interaction with consumers and expand potential market reach in time short (Agustina et al., 2024).

CV. Dewan Jawara Artha, as companies operating in the field cosmetics, need optimize marketing strategies, especially through utilization of digital media. The use of platforms such as Instagram, TikTok, and e-commerce has become effective means in expand market reach and increase interaction with consumers.

In Surabaya City, They. We Shop is one of the skincare businesses that implements digital marketing strategies with utilizing social media such as Instagram and TikTok as means promotion and interaction with customers. Use interactive visual content, especially via TikTok, it is proven capable increase interest buy consumer in a way significant (Zed et al., 2025). This strategy no only create engagement, but also increase trust consumer to brand. Popularity of Their Store part big supported by several other influencers who play a role in promote product beauty for sale.

Digital promotion strategies, the power pull the Store They. We also lie in the price relative products more affordable compared to market price. Although scale small, They Store. We are able compete with other cosmetic shops in Surabaya City and attractive amount sufficient consumers big. Phenomenon this show that size business no always become inhibitor in market competition, during supported by the right marketing strategy. However so, no all-perpetrator business capable optimize digital marketing potential in general maximum because limitations source power humans, technology, and understanding of digital strategy (Siela et al., 2025). Therefore, that collaboration with influencers being seen as step strategic for overcome limitations said, considering that influencers have ability in build trust and loyalty consumers (Firdaus, 2024).

According to Tjiptono (2015:38), states that promotion is a marketing strategy that focuses on efforts inform and convince consumer to products on a company. Activities promotion used for influence consumer in do activity purchase or use products and services in accordance with wants and needs consumers (Maudila et al., 2020). Based on Reina's opinion (2022), in market product can using social media. Choosing social media as means for market product due to moment this social media is very popular among public, from teenager age school until with Mother House stairs. Besides that, marketing through social media too more easily done than marketing in a way directly (Nasution et al., 2020). This digital container used by sellers' skincare for introduce skincare that will for sale. With optimizing social media, can absorb consumer in a way area. The result is half new interaction between producers, market agents, and consumers, with communication media mobile as element dominant. The emergence of the Internet in Indonesia with such a "market" big

naturally be one of factors that cause the emergence of advertising models new, namely through internet usage or online, or the usual known with digital marketing (Novita et al., 2020).

However, in implementation, marketing strategies implemented not yet of course give maximum results. Therefore, that is necessary further study deep regarding the marketing strategy used by CV. Artha Champion Council in effort increase sale skincare products in the digital era. Research this expected can give a clearer picture clear about effectiveness of marketing strategies, as well as become material evaluation for company.

Formulation Problem

Formulation problem in study this is:

1. How capability marketing at CV. Dewan Jawa Artha?
2. How performance marketing at CV. Dewan Jawa Artha?
3. How role capability marketing to performance digital marketing at CV. Dewan Jawa Artha?

LITERATURE REVIEW

Capabilities Marketing

Capability Marketing defined as ability company in integrate market knowledge, skills marketing, and resources power organization for create mark for customers. George S. Day (1994) stated that capability marketing covers ability company in do market segmentation, management brand, communication marketing, as well as management connection customers. Philip Kotler and Kevin Lane Keller (2016) emphasize that capability modern marketing does not only relate with activity promotion, but also includes understanding deep to behavior consumers, utilization digital technology, as well as management customer experience.

Tooksoon & Mohamad (2016) stated that capability marketing is ability company in do various function marketing as an integrated process designed for apply gathering knowledge, skills, and resources from company for related businesses with related needs with the market. One of the capabilities that have been identified for support sustainability excellence competitive company is capability marketing.

More carry on, Tooksoon & Mohamad (2016) explains capability marketing become a number of aspect measures, including: (1) Product Capability, namely potential strategic weapons for defeat competitors. Ability from quality product for show various function, including durability, reliability, accuracy, and convenience in use. (2) Distribution Capability, namely ability a group implementing agency overall function for divert product accompanied by right his from function environment consumption. (3) Price Capability, namely amount all value provided by customers for get profit from own or use something product or services. In the process of determining price should done in accordance with objective company and marketing. Determination price done company based on lots consideration. If the consumer accept offer, means price the already right. If they reject, usually price

will fast be replaced or, when need product, can withdraw from the market. (4) Promotion Capability, namely activities used for communicate information about products that will be for sale. Various supporting research influence capability marketing to performance marketing are Morgan, Vorhies & Mason (2009); Ejrami, Salehi & Ahmadian (2016).

Capability marketing at CV. Dewan Jawara Artha can see from ability company in analyze market conditions, developing marketing strategies, and operate activity promotion in a way effective. The company active follow development many skincare trends developing in digital media, so that the strategies implemented can customized with preferences and needs consumers. In practice, capability marketing company reflected from a number of aspects. First, the ability in understand need realized consumers through manufacturing content appropriate marketing with the target market. Second, the ability in adjust marketing strategy with development digital technology, such as utilization of social media and e-commerce platforms as means main in activity marketing.

In addition, CV. Dewan Jawara Artha also shows ability in create innovation in the field marketing, such as development content creative, use influencer services, as well as implementation various digital campaigns that follow trend. This show that company capable adapt with change environment business, at a time increase power pull products in the eye's consumers. Capabilities marketing owned company own role important in support success digital marketing, especially in increase interaction with consumers, expanding market reach, as well as push improvement sale product they.we.

In a way overall, capability marketing at PT. Dewan Jaya Asia pointed out that company has own sufficient ability good in managing marketing strategies digital-based, so that capable compete in the skincare industry is growing competitive.

Digital Marketing

Development digital technology has transformed practice marketing globally, including in sector tourism. Digital marketing is not again just become tool promotion additional, but has evolve become defining core capabilities power competition something destinations (Sharabati et al., 2024; Wu et al., 2024). Social media is also seen as means for can send the message that will spread by other people continuously. Social media now has been one of object use system online, so that can influence decision purchase (Artanti et al., 2019).

Digital marketing is one of the businesses for promote something product in a way online. Marketing done via internet media (Veranita et al., 2018), so that it can reach consumer in a way wider with fast (Hendriadi et al., 2019). Internet media that is now popular used for marketing product including Facebook, YouTube, and Instagram (Widodo et al., 2023). Entrepreneurs who have own literacy in technology information can utilise digital marketing for increase range marketing, efficiency operational, transactions sales, and power competition in a way overall (Cynthia et al., 2024). For entrepreneurs who have

not awake about technology information, of course, will become constraint when want to utilise digital marketing for develop his efforts (Terttiaavini et al., 2024).

METHODOLOGY

Type of Research

Types of research this use method study qualitative with type study studies library. Research methods qualitative is also called as method study naturalistic because his research carried out in natural conditions (natural setting) (Sugiyono, 2019). This method used for collect and analyze information from various source relevant literature like journal natural, books, articles, and reports study previously, which is related with marketing strategy product skincare and purchasing decisions consumers on the platform e-commerce. Research qualitative aim for understand phenomena that occur in a way deep based on condition real in the field. In study this, approach qualitative used for analyze capability marketing as well as performance digital marketing at CV. Dewan Jawara Artha.

Location and Time of Research

Study this implemented at CV. Dewan Jawara Artha, which operates in the skincare sector with the brand They.We. As for the time study, conducted on May 1, 2026, until May 15, 2026.

Data Source

a. Primary Data

Primary data was obtained through interview direct with:

1. 1 marketing staff.
2. 1 social media admin (Instagram & TikTok).
3. 1 part marketplace sales (Shopee).

In addition, data was also obtained through observation to activity company digital marketing.

b. Secondary Data

Secondary data obtained from document company, internal reports, literature like books, journals, and research previous, as well as data from social media (Instagram, TikTok) and e-commerce platforms such as Instagram, TikTok, and Shopee.

Data Collection Technique

a. Interview

Interview done to 3 informants main (marketing staff, social media admin, and department sales) for get information regarding digital marketing strategies, management content, as well as evaluation performance marketing.

b. Observation

Observation done with observe activity digital marketing through Instagram, TikTok, and Shopee.

c. Documentation

Documentation done with collect data in the form of photo social media content, Shopee store appearance, and promotional data.

Data Analysis Techniques

Data analysis using the Miles and Huberman model, which includes:

a. Data Reduction

Data is selected and focused for answer:

1. Capability marketing.
2. Digital marketing performance.
3. Connection both of them.

b. Data Presentation

Data is arranged in form narrative descriptive about activity company digital marketing.

c. Drawing Conclusions

Conclusions drawn based on results analysis for now role capability marketing to performance digital marketing.

Data Validity Techniques

For ensure data validity, research this use technique triangulation, namely with compare data from various sources, methods, and time for get valid results.

Focus Study

Focus study this covering capability marketing at PT. Dewan Jaya Asia, digital marketing on the they.we brand, performance company digital marketing, as well as role capability marketing in increase performance digital marketing.

RESULT AND DISCUSSION

Company Overview

CV. Dewan Jawara Artha is companies operating in the field industry beauty, especially skincare products, which develops the brand they.we as identity its products. This company start established in 2023 and focuses on development as well as marketing product maintenance adaptable skin with market needs and trends.

In operate activity its business, CV. Dewan Jawara Artha utilizes digital technology as means main marketing. Brand they.we marketed through various digital platforms such as Instagram, TikTok, and e-commerce such as Shopee. Utilization platform the aim for expand market reach, increase visibility products, as well as build more interaction intense with consumers.

In addition, the company is also active follow development skincare trends are growing on social media, so that the marketing strategies implemented can more relevant with preference consumers, in particular circles

teenager until adults. With approach said, CV. Dewan Jawara Artha is able to build they.we brand positioning as modern, affordable, and suitable skincare products with market needs.

Observation Results

Observation done to activity CV. Dewan Jawara Artha's digital marketing through their brand during the research process. Based on results observation, obtained a number of findings that reflect marketing strategy patterns as well as response consumers in the digital era.

First, the use of digital social media like TikTok and Instagram are the main strategies in interesting attention consumers. The content presented includes short videos, skincare education, and testimonials users, proven capable increase interest at a time involvement consumer to they.we products.

Second, the implementation of promotional strategies through e-commerce platforms such as Shopee play a role significant in drive purchasing decisions. Promotional programs like discounts, free shipping, and flash sales are rated effective in increase product appeal, especially if supported with appearance interesting catalog as well as evaluation high product.

Third, the level of trust consumer formed through influencer influence, reviews users, as well as convenience in the digital transaction process. Consumers tend to more trust experience other users and feel more comfortable shop because availability various method practical payments.

Observation results this show that success digital marketing on the they.we brand no only determined by activity promotion, but also by the company's ability to optimizing social media, utilizing e-commerce platforms, as well as build trust consumer digitally.

Study this aim for analyze capability marketing to performance digital marketing at CV. Dewan Jawara Artha through the brand they.we. Research data obtained through interview with party related and observation to activity digital marketing.

1. Capability Marketing CV. Dewan Jawara Artha

Based on results interviews and observations, CV. Dewan Jawara Artha, as the company that manages the skincare brand they.we, show capability sufficient marketing good. The company is able to understand need consumer with follow skincare trends that are growing on social media, as well as adjust marketing strategy with market preferences.

In addition, the company also carries out innovation through manufacturing content creative for promotion product they.we, use of influencers, as well implementation of digital campaigns that follow trend. Activity this show that company capable manage function marketing in a way integrated.

Findings study show that capability CV. Dewan Jawara Artha's marketing is visible from ability adaptation to digital trends, creativity in manufacturing they.we brand content, as well as optimal use of digital media.

2. Marketing Brand They We

Based on results research, digital marketing of the they.we brand managed by CV. Dewan Jawara Artha was carried out through platforms like Instagram, TikTok, and marketplaces like Shopee. The company leverages short video content, such as skincare education, testimonials users, as well as promotion product for interesting attention consumers.

In addition, on the Shopee platform, the brand they.we utilise feature like discounts, flash sales, and appearance catalog interesting product for increase interest buy consumers. The company also works the same with influencers to expand market reach and increase trust consumer to product.

Findings study show that digital marketing brand they.we content-focused interactive, digital promotions, and integration various platforms in one marketing strategy.

3. Marketing Performance of Their Brand We

Based on results research, performance they.we brand marketing which is run by CV. The Artha Champion Council experienced improvement. This can see from height interaction consumers on social media, such as number of likes, comments, and shares on published content.

In addition, the market reach of their brand they.we the more wide, as well as happen improvement sale product through digital platforms, especially Shopee. This show that the marketing strategy implemented give positive results.

Findings study show that performance they.we brand marketing influenced by effectiveness use of digital media, quality content marketing, and promotional strategies implemented by the company.

Analysis Capability Marketing CV. Dewan Jawara Artha

Research result show that CV. Dewan Jawara Artha has capability sufficient marketing good in manage the they.we brand, especially in matter adaptation to change trends and utilization of digital media. Ability this reflect that company capable integrate market knowledge with implemented marketing strategies.

Findings this in line with theory Tooksoon & Mohamad (2016), stated that capability marketing is ability company in manage source power, knowledge, and skills for fulfil market needs.

With thus, the capability marketing owned by CV. Dewan Jawara Artha plays a role important in create an effective marketing strategy for the brand they.we.

Marketing Performance Analysis of Brand They We

Research result show that digital marketing of the they.we brand carried out by CV. Dewan Jawara Artha has walk optimally through utilization of social media and marketplaces. Use visual content, digital promotions, and proven influencers capable interesting attention consumers.

Findings this in accordance with opinion Veranita et al. (2018), which states that digital marketing can help company in reach consumer in a way wider and faster via internet media.

With thus, digital marketing becomes the main strategy in increased visibility and power they.we brand competitiveness in the digital market.

Marketing Performance Analysis of They We Brand

Research result show that performance they.we brand marketing experience marked improvement with increased engagement, market reach, and sale product through digital platforms.

Findings this in line with Ferdinand's theory (2000), states that performance marketing is results from activity marketing carried out company. With thus, success performance they.we brand marketing no let go from the digital marketing strategy implemented by CV. Dewan Jawara Artha.

Summary of Research Results

Based on results research and discussion, can concluded that capability marketing play a role important in increase performance digital marketing at CV. Dewan Jawara Artha through the they.we brand. Capability marketing, which includes ability understand the market, develop strategies, as well manage promotion, proven support success activity corporate digital marketing.

Of the three aspects studied, digital marketing becomes the most dominant factor, especially through utilization of social media such as Instagram and TikTok, as well as e-commerce platforms like Shopee. The use of content creative, work the same with influencers, as well as promotional programs like discounts and flash sales are available increase power pull products and expand market reach.

In addition, the performance marketing show positive results, which are marked with increasing interaction consumer (engagement), expansion market reach, as well as improvement sale product by online.

Findings study this show that utilization digital technology supported by capabilities good marketing capable increase effectiveness of marketing strategies, as well as push growth business in a way sustainable. This also reflects that behavior consumer has shift to digital direction, where decisions purchase the more influenced by social media, influencers, and convenience transaction through digital platforms such as Shopee.

CONCLUSIONS AND RECOMMENDATIONS

Based on results research that has been done, can concluded that CV. Dewan Jawara Artha has capability sufficient marketing good. This is seen from ability company in understand need consumers, following skincare trends, as well as utilizing digital platforms such as Instagram, TikTok, and Shopee as means marketing. In addition, the company is also able to make engaging content and leveraging influencers to support promotion product.

Company digital marketing performance show positive results, which are marked with increasing interaction consumers, market reach, and sale product through social media and e-commerce. This show that the digital marketing strategy implemented already walk with effective.

Capability marketing own role important in increase performance digital marketing. Increasingly good ability company in strategize and utilize digital technology, then the more optimal the results marketing gained.

The company is advised for keep going increase capability marketing, especially in development more digital content innovative, as well as utilization technology data-based marketing strategies become more effective. In addition, optimization of e-commerce platforms such as Shopee is necessary improved, good from aspect appearance products, services, and promotional strategies for increase trust and loyalty consumers.

For researchers next, it is recommended for add other variables such as satisfaction consumers, loyalty customers, or brand awareness, as well as use method quantitatively, so that the results study more measurable and achievable generalized.

FURTHER STUDY

This research still has limitations so it is still necessary to conduct further research on this topic.

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