



Digital Marketing Strategy Analysis “Lagoon Avenue Mall” Toward Sustainable Development Goal 5 (Case Study at Lagoon Avenue Mall Sungkono Surabaya)

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Received: February 12, 2024

Revised: April 02, 2024

Accepted: May 20, 2024

Online: May 31, 2024

Abstract

This study examines the digital marketing strategy of Lagoon Avenue Mall Sungkono Surabaya, Indonesia, in promoting Sustainable Development Goal 5 (SDG 5), focusing on women’s empowerment. Employing a qualitative approach, the study delves into the strategies implemented by the mall’s internal team and provides insights from community partners and event organizers who have collaborated with the mall. The combination of internal and external perspectives provides a comprehensive view of digital marketing efforts and challenges faced in achieving SDG 5. Findings indicate that while Lagoon Avenue Mall has succeeded in targeting specific market segments and developing mall-based events, several areas require enhancement. Challenges include imprecise audience targeting, inadequate campaign performance evaluation, lackluster content, and low user engagement. Administrative issues related to rental contracts, uncertainty about non-financial collaboration benefits, and competition from other malls also pose significant obstacles. This study offers actionable recommendations for improving digital marketing strategies to support SDG 5 goals, particularly empowering women. By refining these strategies and addressing the identified challenges, Lagoon Avenue Mall can more effectively contribute to sustainable development and meet the objectives of the SDG agenda.

Keywords: *Digital Marketing Strategy, Social Media, SDG 5, Women’s Empowerment, 7P Digital Marketing, Marketing Mix*

INTRODUCTION

It is proven how in the digital era, digital marketing strategies are vital for promoting inclusion and empowerment—one of them is while delivering the promotion and encouragement of Sustainable Development Goal (SDG) 5, which aims to achieve gender equality by ending all forms of discrimination, violence, and any harmful practices against women and girls (United Nation, n.d.). To effectively promote the achievement of SDG 5, a range of strategies can be used to enhance the program’s outreach. According to a 2022 report by UN Women, digital marketing has proven particularly effective in broadening women’s access to information and opportunities (UN Women, 2022). Within the digital landscape, digital marketing offers an interactive and integrated approach, manifested in various forms, such as email marketing, Search Engine Optimization (SEO), and social media. Among these, platforms such as Instagram and TikTok, where users actively engage with content, have demonstrated their effectiveness in building brand awareness and fostering user engagement. This condition is strengthened by Artanti et al.’s (2020) study, who discussed how Mitra Bukalapak’s strategies, as a prominent e-commerce platform in Indonesia, can enhance customer satisfaction through virtual product marketing. Even though the industry and aim of the study is different, prior studies confirm how through the exposure in these platforms,

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events focusing on women's empowerment attract traffic and contribute to the SDG 5 program eventually show how inclusive marketing strategies boost women's participation in the digital economy (Noor et al., 2021; Omar et al., 2017).

This research aims to delve deeper into the role of digital marketing strategies in promoting SDG 5, ultimately contributing to the realization and implementation of this specific goal (Mude-Pawar, 2017; Suwana & Lily, 2017). It is well-established that the success of any SDG initiative begins at the national level and expands globally. Accordingly, this study focuses on a case study of Lagoon Avenue Mall Sungkono, a prominent shopping center in Surabaya, Indonesia, one of the country's major cities. The effective use of digital marketing strategies by a renowned shopping center in a metropolitan area like Surabaya, Indonesia, has the potential to significantly advance the objectives of SDG 5. Therefore, to fulfill the research aims, this study addresses the following questions:

1. How does a mall use digital platforms to promote women empowerment?
2. How well do its digital marketing strategies support SDG 5?
3. What challenges and opportunities exist in the implementation of these strategies?

Furthermore, to provide a comprehensive analysis and understand the impact profoundly, the research also includes a comparison of the mall's segmentation, targeting, and positioning (STP) strategies with other popular malls, namely Pakuwon Mall, to highlight differences and similarities in digital marketing approaches (Wibisono et al., 2019). It is known that even though both of these malls have a similar popularity, the researchers understood that both of these malls have different targets of segmentation and positioning for customers, which was reflected in the tenants that opened in the shopping center (Please see Table 1). Nonetheless, the comparison will enrich the discussion and clear the highlight as we know, how digital marketing has proven to be impacted to deliver campaigns and all the programs that want to deliver, and it also hopes this study can shed light on whether the different STPs that come from different malls will provide a different result too.

Table 1. Differences between Lagoon Avenue Mall Sungkono and Pakuwon Mall

Mall	Segmentation	Targeting	Positioning
Lagoon Avenue Mall	Middle to upper-class families and professionals	Professionals and families, with Kidzania as the core business and education center for women	As a family mall providing edutainment and community empowerment
Pakuwon Mall	High-income individuals and families	Customers with medium-to high incomes who focus on an exclusive shopping experience	As an exclusive mall featuring a collection of leading brands and premium amenities,

The findings of this study offer valuable insights, particularly in relation to strategies for promoting SDG 5, which focuses on women's empowerment in the national context. This research addresses a gap in the literature by applying digital marketing theory to SDG 5 and provides new perspectives and practical guidelines for integrating sustainable development goals into marketing strategies. These results are especially significant for policymakers and business leaders seeking effective strategies to leverage and optimize digital platforms to deliver their programs. By examining the practical strategies implemented by the Lagoon Avenue Mall Sungkono Surabaya team and comparing them with those of other shopping centers, this study provides actionable recommendations for enhancing the effectiveness of such initiatives.

LITERATURE REVIEW

This research examines digital marketing strategies at Lagoon Avenue Mall Sungkono Surabaya, focusing on how these strategies support Sustainable Development Goal (SDG) 5, which is dedicated to women's empowerment. To achieve this objective, various concepts from the marketing domain, particularly digital marketing, are used as benchmarks in this study. These concepts play a crucial role in guiding data analysis and critical thinking processes.

As defined by [Kotler and Keller \(2016\)](#), marketing involves creating value for customers and building strong relationships. In a more comprehensive context, marketing management is defined as planning and implementing strategies involving concepts, pricing, promotions, and distribution to achieve organizational goals ([Chaffey & Smith, 2017](#)). As the process of marketing is done to obtain the desired response in the target market, [Armstrong \(2015\)](#) describe the marketing mix as a set of tactical tools—product, price, place, and promotion—that a firm uses to produce the desired response in the target market.

Despite evolving market conditions and shifting customer behaviors, the fundamental principles and processes of marketing remain relevant in contemporary contexts, including within the digital landscape. Such is a study by [Chaffey and Ellis-Chadwick \(2016\)](#), who confirmed that digital marketing influences the importance of these elements across various markets, regardless of direct e-commerce involvement. [Chaffey and Ellis-Chadwick \(2016\)](#) defined digital marketing as using technology to enhance consumer knowledge by meeting consumers' needs and integrating digital technologies with traditional communication methods. As an effective digital marketing platform, social media not only serves as a means of 'social connection' but also functions as a crucial tool for sharing information between consumers and companies ([Kotler & Keller, 2012](#)) and supports two-way information sharing through sharing, collaboration and connecting ([Puntoadi, 2011](#)). This condition is also utilized for the dissemination of information and its program regarding SDGs, where according to the Indonesia Sustainability 4.0 Network, are a global agenda comprising 17 goals with 169 targets aimed at improving human and planetary well-being, with SDG 5 specifically focused on women's empowerment.

Consequently, informed by the theoretical benchmark and the literature review presented, this study employs the research framework illustrated in Figure 1. These variables serve as the basis for formulating the questions to be asked as primary sources of information in this study, which will be used for the data collection process through interviews regarding the digital marketing strategies implemented by Lagoon Avenue Mall Sungkono Surabaya's Team using the marketing mix (7Ps) as a reference.

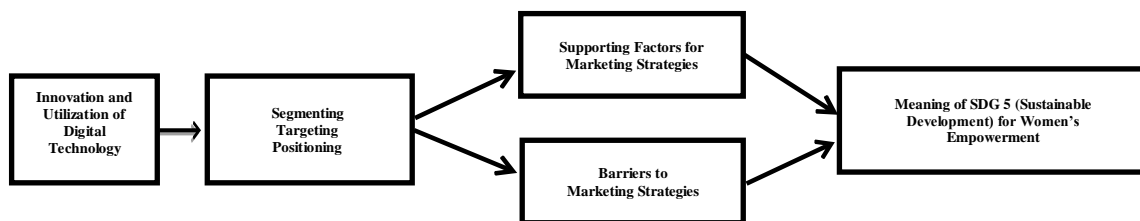


Figure 1. Research Framework

RESEARCH METHOD

This research employed a qualitative approach to explore the digital marketing strategies of Lagoon Avenue Mall, Sungkono. Data were collected between January 2024 and March 2024. Interviews were conducted over a three-month period, with each interview lasting approximately 1 hour. Observations were carried out for 1 month during mall events, and document analysis was

performed concurrently with field data collection. In this study, data triangulation was achieved by integrating data from interviews, observations, and document analysis (Sugiyono, 2016).

To gain a comprehensive understanding of the digital marketing strategies employed at the Lagoon Avenue Mall in Sungkono Surabaya, the study engaged participants from diverse positions at the organization. This approach ensured a thorough exploration of the issue from multiple perspectives. Interviews were conducted with several participants selected based on specific criteria: Marketing Manager at Lagoon Avenue Mall, to gain insights into the digital marketing strategies implemented; representatives from women's communities, to understand how women's empowerment programs are conducted and received; and Event Organizer (EO) Managers who have collaborated with the mall, to obtain perspectives on the collaboration and its impact on women's empowerment. Detailed participant information is provided in Table 2.

Table 2. Participant Information

Participated as	Participant's Name	Position
Informant	Andini Nurma Irianti	Graphic Designer
	Rizki Raja Satria	Content Creator
	Muhammad Tahriq Zakiri	Marketing Communication Officer
	Arina Yulia	Coordinator: Poundfit Sidoarjo
	Rere Retnoningtyas	- Founder, Mama. - Coordinator of Mama Anak Makin Seru (MAMS) Community by Traveloka Experience
	Shafry Ardi Kurniawan	Coordinator Shaf Management
Key Informant	Yanuar Bayu Adji	Marketing Communication Manager
Expert Opinion	Sony Ramadhan	Digital Marketing Manager

The collected data were analyzed using thematic analysis to identify themes and patterns relevant to the research objectives. Document analysis and observations were used to reinforce the findings from the interviews and provide a more comprehensive view of the mall's digital marketing strategies. This study employs a single case study strategy to delve into the complexity and specific context of Lagoon Avenue Mall Sungkono in supporting SDG 5 through digital marketing strategies.

FINDINGS AND DISCUSSION

The analysis of digital marketing strategies to enhance SDG 5 by empowering women used a qualitative approach and examined internal and external factors. These factors were studied using data triangulation from Lagoon Avenue Mall Sungkono's internal team, mall partners, and expert opinion. The internal team strategy is validated by partners and experts who provide valuable insights and justifications. A qualitative approach helps to understand how digital marketing supports sustainable development, especially women's empowerment. The involvement of various stakeholders provides a comprehensive view of the impact of digital marketing strategies on sustainable development.

Segmenting, Targeting, Positioning

1. Market Segmentation:
 - a. Demographics: Targets a wide age range, including, through trends such as events like KidZania, teens, and seeking trendy experiences. Focusing on families, especially young mothers.
 - b. Geographic: Surabaya, Sidoarjo, Gresik, and Malang attract visitors from surrounding areas.
 - c. Psychographic: targets families seeking entertainment and edutainment, social media users, and Instagram-like experiences.
2. Targeting:
 - a. Focuses on adults, particularly young mothers (35-44 years old), event organizers, social media-active women, and those seeking unique indoor and outdoor experiences.
3. Positioning:
 - a. Exclusive and Elegant Family Destination: This semi-outdoor mall offers comfort, esthetics, and event-oriented experiences.
 - b. Value Proposition: Provide safe, comfortable environments with Instagram-like spaces and strong digital presence on Instagram and TikTok to engage young audiences.

Lagoon Avenue Mall Sungkono targets middle to upper-class adults, especially young mothers, and positions itself as an exclusive, family-friendly destination with a semi-outdoor concept. The mall has a strong digital presence but does not currently focus specifically on women's empowerment. There is potential to leverage digital platforms to empower women in line with SDG 5. Challenges include dependence on events and competition; however, opportunities lie in social media trends and brand collaborations.

Marketing Mix**1. Products**

Lagoon Avenue Mall Sungkono promotes products and services that align with SDG 5, focusing on women's and children's empowerment. They offer venue rentals, sound systems, stages, and co-working spaces, catering to event organizers and individual preferences. Positive feedback from partners and visitors reflects the mall's successful product mix and community engagement.

2. Price

The mall's flexible pricing strategy supports women's economic empowerment by offering free or affordable event services, thus reducing financial barriers. This approach balances profitability with empowerment goals and strengthens community ties, as noted by Mr. Sony, a digital marketing manager.

3. Place

Digital platforms and community collaborations enhance the mall's reach, facilitating access to information and participation in events. The mall leverages its attractive physical features to create a women-friendly environment and supports SDG 5.

4. Promotion

Social media, particularly Instagram, is used effectively for event promotion. However, there is a need for more targeted promotion of women's empowerment events. Adjusting content and targeting, as suggested by Mas Sony, could improve the impact of these promotions.

5. People

The mall's friendly, responsive staff contribute to a positive customer experience and support SDG 5. Engaging employees and customers through digital platforms help build strong relationships although flexibility in collaboration and addressing partner complaints can be

improved.

6. Process

The mall's digital marketing process supports SDG 5 by raising community awareness and adapting marketing content to venue features. Effective internal operations and a clear unique selling proposition (USP) are crucial for maintaining appeal and promoting women's empowerment.

7. Physical Evidence

The mall's branding and facilities play a significant role in supporting sustainable development and enhancing the customer experience. The attractive venue and unique features reinforce the mall's commitment to female empowerment and community engagement.

Lagoon Avenue Mall Sungkono targets local adults, particularly women, and event organizers, emphasizing women's empowerment in line with SDG 5. Their 7P strategy, which encompasses product offerings, flexible pricing, digital promotion, community involvement, responsive staff, adaptive processes, and appealing physical evidence, supports their marketing goals and sustainable development objectives.

Effectiveness of Digital Marketing Strategy at Lagoon Avenue Mall Sungkono for Women's Empowerment (SDG 5)

Lagoon Avenue Mall Sungkono's digital marketing effectively raises community awareness and engagement about women's empowerment issues aligned with SDG 5. Collaborations with local communities and the use of community-generated content help promote the mall and its commitment to gender equality. This strategy not only boosts the presence of women in the economy and society and supports micro, small, and medium enterprises (MSMEs) managed by women, reflecting a commitment to SDG 5.

The mall fosters an inclusive environment that encourages women to participate in decision-making and social transformation. This approach is evident through collaborations with communities like Dukuh Pakis District, which host activities that empower women economically and socially. However, the mall's events and content have shown little innovation, sticking to established patterns without significant changes to support women's empowerment.

Research supports the idea that digitalization can enhance gender equality, providing equal opportunities for men and women in the information technology sector. Collaborating with influencers and increasing mall branding through tenant engagement positively impacts awareness and engagement. Despite ongoing progress in advertising and promotions, there is still room for improvement in adapting digital marketing strategies to achieve wider awareness and involvement in women's empowerment issues. Continuous evaluation and development of these strategies are essential for meeting SDG 5 objectives.

Supporting and Inhibiting Factors in Efforts to Increase the Empowerment of Women and Children

Internal and external factors can support or hinder efforts to increase the empowerment of women and children (SDG 5), which is the basis for sustainable development. To better understand this, researchers have compiled a SWOT analysis table.

Table 3. SWOT analysis

Strengths	Weakness
<ol style="list-style-type: none"> 1. Collaboration with communities and institutions such as Junior Chamber International (JCI) and the Indonesian Women Entrepreneurs Association (IWAPI), which support CSR activities and women empowerment. 2. Collaboration with online and offline media to increase brand exposure. 3. Consistency in social media posts with design and style standards that create a clean, simple, and elegant brand image. 4. Flexible segmentation to adapt marketing strategies to the needs of specific segments. 5. Representative venue with good views and collaboration area between indoor, outdoor, and semi-outdoor spaces. 	<ol style="list-style-type: none"> 1. Evaluation is less precise in targeting and content performance, resulting in a mismatch between the expected target visitors and the results achieved. 2. Lack of user engagement due to a lack of interest in the content presented. 3. Administrative and rental issues that can hinder collaboration with other parties. 4. Competition with other events or malls can reduce the effectiveness of marketing strategies.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Increase involvement users with more interesting content and trending music. 2. Use data from previous events to develop future strategy marketing strategies. 3. Organize more effective collaborations with other parties through a more structured and measurable approach. 	<ol style="list-style-type: none"> 1. Competition with other events or malls that can reduce interest and public participation in the activities being held. 2. Uncertainty regarding non-financial benefits from collaboration with other parties. 3. Inability to respond quickly and to changing market and consumer trends appropriate.

Table 4. IFAS and EFAS Analysis

IFAS EFAS	Strength (S)	Weakness (W)
Opportunity (O)	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Community Collaboration by leveraging relationships with JCI and IWAPI to hold joint events, attract visitors, And strengthen brand image. 2. Optimize online and offline activities to increase brand exposure through coverage of events and activities at the mall and reach a wider target market. 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Evaluate and improve targeting and content more carefully regarding advertising targeting and social media content to ensure that they are in accordance with interest and target market needs, so as to improve user engagement. 2. Optimizing Usage data from previous events to understand visitor preferences and behavior, use it to develop more interesting and relevant content, and design more effective marketing strategies in the period ahead.
	Threats (T)	<p>TO Strategy</p> <ol style="list-style-type: none"> 1. Reinforce a consistent and recognizable brand identity through clean, simple, and elegant social media posts to retain the interest of followers in the middle Competition with malls or other events. 2. Collaboration diversification by looking for collaboration opportunities with other parties outside the media and communities to overcome administrative and rental obstacles to expand the partnership network Furthermore, reach a wider target market. (tenancy mixing)

Lagoon Avenue Mall excels at community engagement, collaborating with groups such as JCI and IWAPI. Their effective use of digital media boosts brand visibility and supports women's empowerment. Regular social media updates build brand recognition, and their adaptable segmentation meets specific needs. The mall's attractive venue and coordinated marketing team ensure successful events. Content creators contribute engaging material, and data collection can aid future strategies. This approach aligns with previous research by [Widodo and Setyo \(2022\)](#) research, emphasizing the role of Influencer Marketing, Social Media, and E-Commerce, along with Video Advertising, Email Marketing, and content.

Table 5. Factors that support the digital marketing strategy of Lagoon Avenue Mall Sungkono

No	Supporting factors	Analysis
1.	Collaboration Community and Events	Collaboration strategies with various communities, especially those related to women's empowerment, are a smart step in building positive community engagement. Through this collaboration, Lagoon Avenue Mall not only supports local events but also strengthens its image as a center that cares about community needs.
2.	Digital Media Support	Collaboration with the media helps malls gain wider exposure among communities by sharing event posters from the community. This is important for increasing brand awareness and attracting potential visitors' interest. Media support can also help to build a positive reputation and credibility. Lagoon Avenue Mall usually uses online portals or media partners, such as JPNN. If it passes through Jawapos, @eventsuroboyo, @infosuroboyo
3.	Consistency in Posting Social media	Consistency in the style and design of social media posts helps build a strong and easily recognizable brand identity. The use of certain standards creates a clean and elegant image that can attract attention and maintain followers' interest. Lagoon Avenue Mall uses clampdown tones to make its layout clearer, simpler, and more elegant. Furthermore, post one post per day.
4.	Segmentation Approach flexible	Lagoon Avenue Mall Sungkono's flexible segmentation approach to adapt its marketing strategy to the needs and preferences of specific segments. This is important because each market segment may have unique characteristics. Furthermore, different preferences.
5.	Venues where represents the mall	Judging from the availability of the Lagoon Avenue Mall Sungkono venue, it has a semi-outdoor view, and there is a Lagoon. This not only enhances the visitor experience but also creates a positive impression of the mall as an attractive and worthy place to visit.

No	Supporting factors	Analysis
6.	Team Which Coordinated	The Lagoon Avenue Mall marketing team has effective coordination and communication. Each team member has clear duties and plays a role in ensuring team smooth running every event and promotional activity.
7.	Role Creator Content	Their content creators help build event portfolios and ensure the availability of engaging content for use in marketing. This improves the quality of published content and increases appeal to followers. In this case, it is Mas Raja.
8.	Database use For Future Strategy	This mall collects data from previous events for use in developing future marketing strategies. These data can also be used to attract older customers to hold events to collaborate or Invest in them.

At Lagoon Avenue Mall Sungkono, accurate targeting and performance evaluation are crucial for effective marketing. Content and user engagement must be continuously evaluated to avoid losing stakeholder interest. Administrative issues, such as rental contracts and benefits from collaboration, can hinder partnerships. Competition with other events or malls requires constant monitoring to maintain marketing effectiveness.

Table 6. Factors Inhibiting Digital Strategy

No	Obstacle factor	Analysis
1.	Targeting and Evaluation	One of the main obstacles to Lagoon Avenue Mall Sungkono is the lack of accuracy in determining the target audience and in evaluating the campaign performance. Without proper targeting, marketing efforts may not reach the desired audience, leading to wasted resources and time. Insufficient performance evaluation can cause difficulty in identifying weakness and repair needs.

No	Obstacle factor	Analysis
2.	Evaluation of Content and User Engagement	Evaluation of content that is less interesting and has low user engagement is another obstacle to the marketing strategy of Lagoon Avenue Mall Sungkono. Content that is not interesting or does not match the target audience's interests can reduce the effectiveness of the campaign. In addition, low user engagement indicates that the presented content does not meet expectations or not Interesting to the audience.
3.	Administration and Rental	Administrative issues related to rental contracts and management approval can be a barrier to cooperation with other parties. Uncertainty regarding the non-financial benefits of collaboration can also complicate the negotiation and agreement processes. This was conveyed by the triangulator, who previously wanted to collaborate again but then did not deal with it, did not do so, or chose another location.
4.	Competition with Events or Other Malls	Competition with other events or malls, especially when similar events are taking place simultaneously, can interfere with the effectiveness of marketing efforts. This requires the marketing team to monitor the competitive situation and maintain the availability of information about competitive events. This difficulty in dealing with competition can reduce the impact of marketing efforts Lagoon Avenue Mall Sungkono.

Table 7. The Most Important Digital Marketing Strategy

No	Informant	Marketing strategy (Product)	Analysis
1.	Mr. Shafry	"... the first time with Lagoon, the offers and facilities provided were still in the form of a venue that could be given for free. Collaboration, stage, sound system, after that it was just the same banner, sis, with tables and chairs, so it was still standard. For digital products, it was just sharing posters from EO never mind."	From sentence, which was conveyed by Mr. Shafry, it appears that the supporting factors in terms of products are the availability of facilities and the strategic location of Lagoon Avenue Mall for holding events. This includes offers of free venues, stages, sound systems, and banners. This shows that from the product aspect, Lagoon Avenue Mall providesprovide the facility support for events.
2.	Mrs. Rere	"It's been very effective anyway sis if according to me, Because he	Mrs. Rere state for product effectiveness Lagoon Avenue Mall

No	Informant	Marketing strategy (Product)	Analysis
		really does want to work together again with Lagoons Yesterday just right anniversary my community, only not yet dealing it's really done free rent, but they no allow buy food in Outside, there that right it's really a bit like that, cannot and which we cannot get it worth it that is it."	inside interesting cooperation events, although there are some limitations in food tenant offers.
3.	Mrs. Rina	"I That First, the collaboration time I was at that time join the event which there is what is it his name? projects sight if no problem the pound fit too anyway. There is which some Sunday before my event, after that it was like me I'm interested, okay? Here, I will try using it to make a body fit, keep going. I'll try to contact him"	Mrs. Rina conveys the experience that he came first as a customer on service at Lagoons Avenue Mall before he interested to collaborate.

No	Informant	Marketing strategy (Place)	Analysis
1.	Mr. Shafry	"From a nice facet outdoors the view Lagoons compared other malls."	Mr. Shafry said that Lagoon Avenue Mall had a nicer or more interesting outdoor view thanwith other malls in the vicinity. This show view or outdoor environment at Lagoon Avenue Mall was considered to have added value or appeal. which stands out.
2.	Mrs. Rere	"It's good, since yesterday the WWWFest event was on top. They also gave signs. The security guard also let you know, and there was a receptionist who That's also helpful."	Mrs. Rere considered the environment and facilities of Lagoon Avenue Mall, including the services of the security and reception staff.

3.	Mrs. Rina	"My location is okay, bro because the venue is also okay, like that." right"	Mrs. Rina stated that the location was appropriate for an event.
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No	Informant	Marketing strategy (People)	Analysis
1.	Mr. Shafry	"Internally, they were quite helpful when I made the event before, so the <i>marcomm</i> was like a friend, so he was always updating posters, updating competitions, and what needed help."	Mas Shafry said that he had positive experiences with the Lagoon Avenue Mall internally, especially with the team. This shows that the collaboration between Mas Shafry and the internal team went well, and the internal Lagoon team proved to be responsive, helpful, and focused on details in supporting the event organized by Mas Shafry.
2.	Mrs. Rere	"...then the security guard also told me, and there was a receptionist who was also helpful."	Mrs. Rere considered the environment and facilities of Lagoon Avenue Mall, including the services of security staff and receptionist.
3.	Mrs. Rina	"...continue the service AlsoThe people are friendly and the people seem nice invited chat like like that like a head that's it like managers who are like Mr. Bayu and Mr. Thariq is just like that he humble like that."	Mrs. Rina stated that the ease of communicating with "heads" or "managers" shows the importance of quality communication in the environment. Ability to communicate in a way that is open and relaxed can increase customer engagement and strengthen connections between customers and staff, creating a positive experience for customers like Mrs. Rina

No	Informant	Marketing strategy (Promotion)	Analysis
1.	Mr. Shafry	"It's starting to get busy, so in terms of advertising they also often appear at my place, and so on promotions also recovering, so for now they are developing, it is a process the main thing is."	From Mr. Shafry's perspective, Lagoon Avenue Mall's digital campaigns, especially on social media, have become more effective, with improvements in terms of promotions and brand awareness.

No	Informant	Marketing strategy (Promotion)	Analysis
2.	Mrs. Rere	"If for the Lagoon community it's really good very good if according to me, because here is rich in accommodation all events, last rich that I know right there is poundfit, then there are animals like that, right? that's already good according to me."	Mrs. Rere expressed her focus on the community experience at Lagoon Avenue Mall, highlighting the diversity of events and the need for local support.
3.	Mrs. Rina	"Oh no, it's fast they, so like spread flyer I tagged it in repost fast and no waiting for it to arrive like hours, like that" "Digital like usually promotion, Lagoon keep going and always promote" "Instagram" and "TikTok." Yes, it is effective, as often as that's how it is"	Mrs. Rina considers media promotion at Lagoon Avenue Mall Sungkono to be effective, as seen in Instagram and TikTok.

Lagoon Avenue Mall Sungkono's strategies focus on products, places, people, and promotions. The Product strategy includes providing free event venues to support sustainable development and gender equality, which aligns with Bappenas's goals. The Place strategy creates a safe, inclusive environment for women's empowerment. The People strategy involves a responsive team that organizes and mobilizes local resources. The promotional strategy uses social media and local campaigns to promote community events and small businesses and support inclusive development.

The differences in digital marketing strategies between Lagoon Avenue Mall Sungkono and Pakuwon Mall Surabaya can be seen from several aspects, which influence how they both interact with their audience and promote their brand online:

1. Differences in Mall Image

In contrast to Pakuwon Mall Surabaya, Lagoon Avenue Mall features a unique semi-outdoor lagoon view that attracts collaborations and emphasizes sustainability. Pakuwon Mall, while large, lacks these natural elements. Lagoon Avenue Mall, with its family-friendly attractions like Kidzania, has been pioneering in increasing visitor traffic and contributing to SDG 5.

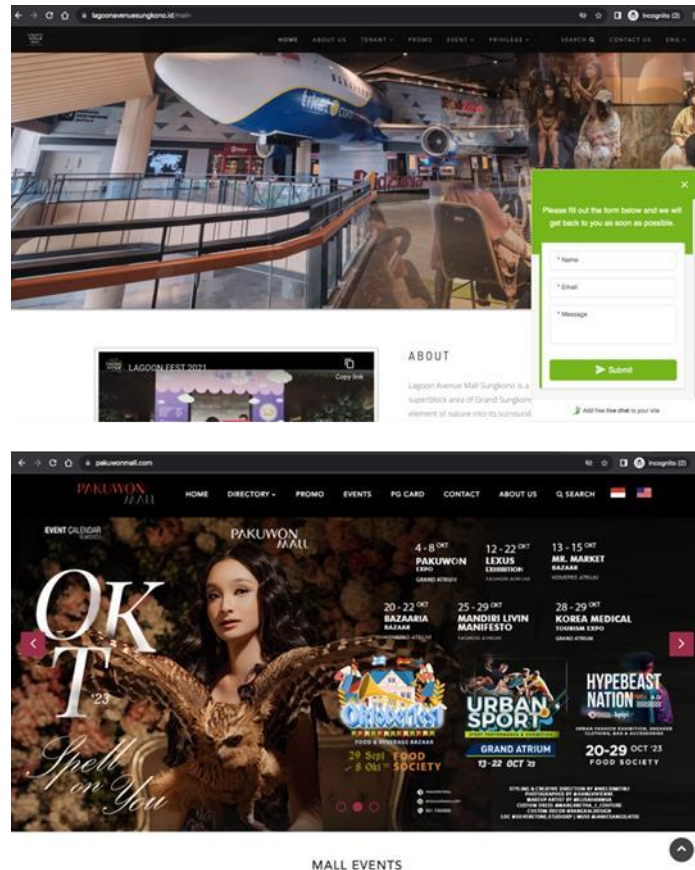


Figure 2. Lagoon Avenue Mall Sungkono and Pakuwon Mall websites

Lagoon Avenue Mall outperforms Pakuwon Mall in terms of its digital marketing strategy using a more attractive approach via the website. They not only promote the mall's branding through esthetic photos but also highlight the tenants and facilities available, creating an engaging experience for potential visitors. Apart from that, Lagoon Avenue Mall strengthens its service quality by providing responsive customer service, such as a live chat feature on its website. On the other hand, Pakuwon Mall does not provide similar services, so it lacks an interactive experience for potential visitors.

2. Applications with Close Targeting and Segmentation

Lagoon Avenue Mall excels at providing the Laves COD application, which prioritizes comfort and ease of shopping, especially for residents of nearby apartments. With a direct delivery service to the lobby security guard and room number, this mall provides a more personalized (exclusivity) and efficient shopping experience. This demonstrates their attention to detail and specific customer needs. Meanwhile, even though Pakuwon Mall has Pakuwon Lifestyle, it may not be as focused as Lagoon Avenue Mall in targeting and adapting its segmentation to apartment residents directly. Apart from that, Lagoon Avenue Mall also stands out for its many communities and events that focus on women. Their segmentation on social media is also more dominated by women, demonstrating their commitment to strengthening relationships with their main audience. Thus, Lagoon Avenue Mall consistently strengthens its position as a women-friendly destination and supports women's empowerment through various activities and initiatives.

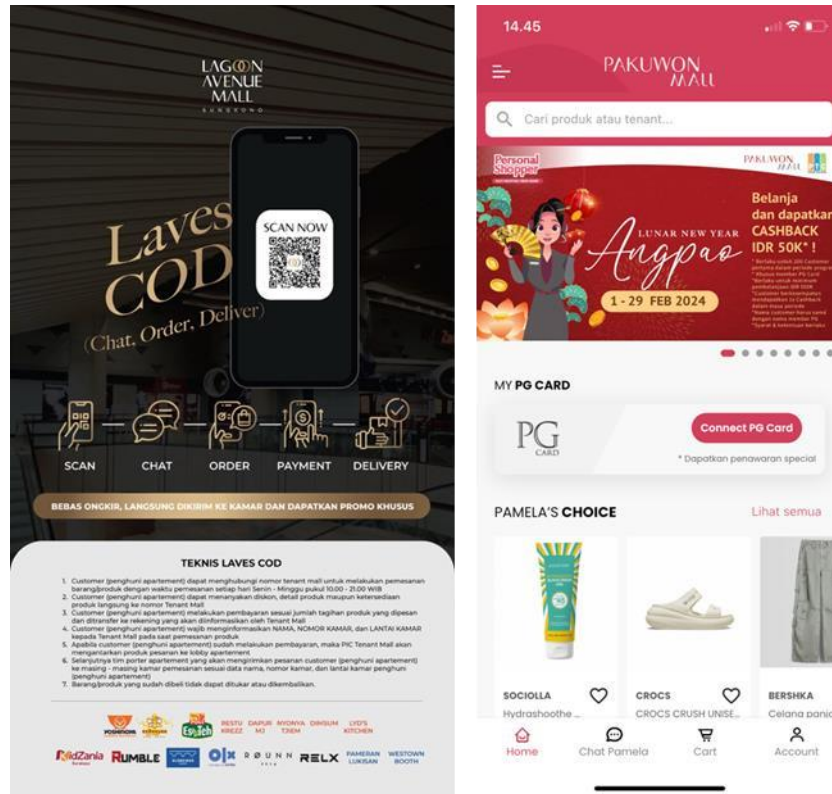


Figure 3. Applications from Lagoon Avenue Mall Sungkono and Pakuwon Mall Surabaya

3. Promotional Differences

Lagoon Avenue Mall Sungkono excels in its digital marketing strategy by displaying links that lead to MSME tenants on Instagram. This strategy not only promotes tenancies but also pays special attention to efforts to empower women through partnerships with relevant MSMEs. By displaying products from these MSMEs, Lagoon Avenue Mall not only markets itself as a shopping center but also as a supporter of local communities and the women’s empowerment movement. Pakuwon Mall Surabaya may not have a similar digital marketing strategy. While they may be active on social media and have their own apps, they may focus more on general promotion of the products and services available within the mall. A lack of emphasis on supporting MSMEs that contribute to women’s empowerment may make their digital marketing strategies less differentiated and less attractive to audiences who care about these issues.

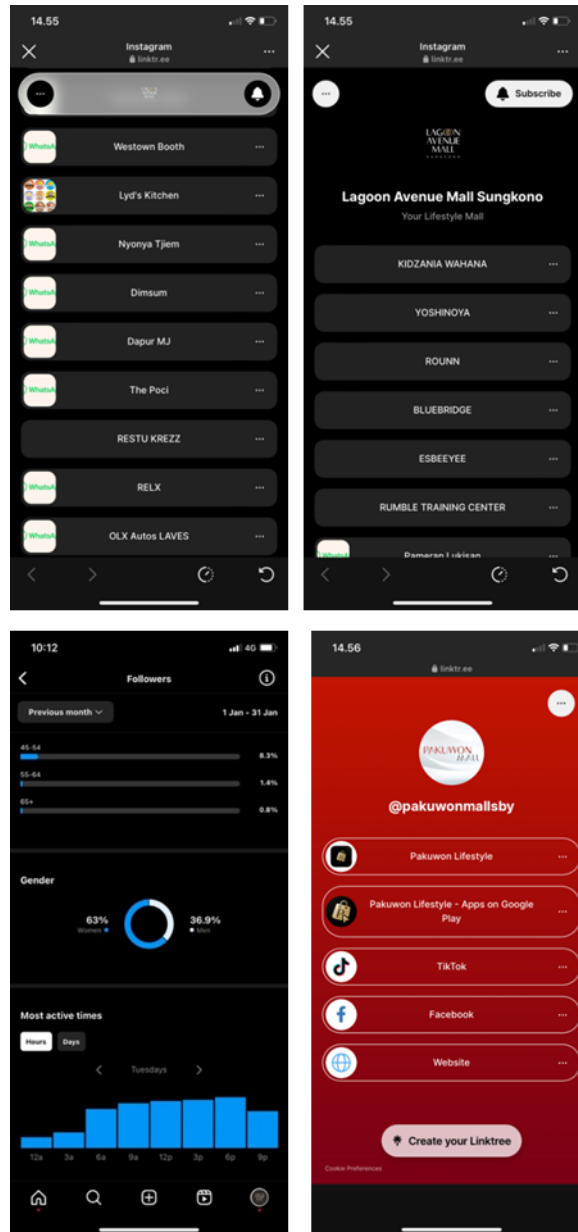


Figure 4. Differences in Social Media Links between Lagoon Avenue Mall Sungkono and Pakuwon Mall Surabaya

4. Differences in venue prices

Lagoon Avenue Mall offers more affordable collaboration prices than other malls. This is an advantage for event organizers and communities who want to collaborate with the mall because lower costs can help reduce their budget. Emphasis on Events and Sustainable Development for SDG 5 (Empowerment of Women and Children) On social media, Lagoon Avenue Mall places more emphasis on promoting sustainable events and activities, especially those related to women’s empowerment and achieving Sustainable Development Goal (SDG) 5. This approach reflects their commitment to social responsibility and awareness of important public issues. Meanwhile, Pakuwon Mall may further promote its products and brands. Thus, Lagoon Avenue Mall offers advantages in terms of atmosphere, shopping services, cooperative prices, emphasis on events, and commitment to social responsibility, which makes it superior to Pakuwon Mall in certain aspects.

CONCLUSIONS

In the discussion regarding the analysis of digital marketing strategies to improve sustainable development (SDG 5) to empower women at Lagoon Avenue Mall Sungkono, several points can be concluded as follows:

1. **Women's empowerment and sustainable development:** Interviews and analyses indicate that women's empowerment, which is aligned with SDG 5, is crucial for sustainable business. This involves both internal and external factors, including the internal team, collaboration partners and expert opinion.
2. **Target Audience and Positioning:** Lagoon Avenue Mall targets families, particularly young mothers and children, positioning itself as an "event mall" with exclusive family entertainment and a semi-outdoor concept. Their digital marketing strategy focuses on promoting events through social media, mainly Instagram, with room for improvement in women's digital empowerment segmentation.
3. **Marketing Mix:** The mall's strategy includes:
 - **Product:** Offering services and facilities to event organizers and actively promoting on Instagram.
 - **Price:** Emphasizing high value through quality service and excellent customer experience despite ticket pricing challenges.
 - **Place:** Promote good outdoor views, distribute products digitally and collaborate to expand social media reach.
 - **Promotion:** Conduct persuasive social media campaigns and obtain better exposure for women's empowerment events.
 - **People:** Addressing community collaboration and responsiveness issues.
 - **Process:** Enhancing digital marketing and community communication, addressing challenges in responsiveness and engagement.
 - **Physical Evidence:** Maintaining an elegant image with event venues requires more tenant and influencer collaborations.
4. **Strengths and Challenges:** These strengths include active community collaboration, media partnerships, consistent social media presence, flexible segmentation, attractive venues, coordinated marketing efforts, and effective content creation. Challenges involve target audience accuracy, campaign performance evaluation, content engagement, administrative issues, and competition with other events or malls.

Overall, Lagoon Avenue Mall has a strong foundation in digital marketing and community engagement but needs to address targeting, content quality, and responsiveness to enhance campaign effectiveness and support women's empowerment goals.

LIMITATION AND FURTHER RESEARCH

This study is limited by its small sample size and focus on a single case, potentially restricting the generalizability of the findings. Additionally, the rapidly evolving digital marketing landscape during the research period may have influenced the results. Future research should include a broader range of stakeholders, conduct longitudinal studies to track changes over time, and explore the impact of emerging digital technologies on women's empowerment. Comparative studies across regions or industries could also provide more comprehensive insights.

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