

DIGITAL MARKETING STRATEGY, BRANDING IN INCREASING TRUST AND SALES AT PT AGRODANA FUTURES

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Abstract

This study aims to explore in depth the implementation of digital marketing and branding strategies in building trust and increasing sales within financial service companies, particularly at PT Agrodana Futures. The research was conducted using an internship based practical method over a four month period, during which the researcher was directly involved in the planning, execution, and evaluation of the company's marketing activities, especially those based on digital platforms. Observation indicates that PT Agrodana Futures employs digital marketing strategies by using social media platforms (Instagram and YouTube) its official website, and regularly held educational. webinars to deliver market information, investment education, and to strengthen its image as a legal and professional company. The branding strategy is reinforced through consistent visual identity and emphasis on the official regulations that oversee the company, such as BAPPEBTI and the Jakarta Futures Exchange. The success of this strategy is reflected in increased participation in digital activities, greater public trust as evidenced by feedback and digital interaction and a rise in the number of new customer accounts during the internship period. This study concludes that the synergy between education based digital marketing strategies and credibility oriented branding has a significant impact on customer perceptions and decision making. This research provides practical contributions for financial service companies seeking to build trust amidst competition and the dynamics of the digital industry.

Keywords: *Digital marketing, Branding, Customer trust, Futures trading.*

INTRODUCTION

Futures trading is one of the financial services sectors that offers high profit potential, but also contains high risks. In Indonesia, this industry still faces various challenges, one of which is the low level of financial literacy and high public doubts about the security and credibility of investment products such as trading. In this condition, futures brokerage companies must be able to present communication strategies that can increase customer trust. One effective way is through the implementation of digital marketing strategies and strengthening company branding. PT Agrodana Futures is an official futures brokerage company that has been registered and supervised by the Commodity Futures Trading Supervisory Agency (BAPPEBTI). In facing industry challenges, PT Agrodana Futures develops a digital marketing strategy that focuses on public education, as well as prioritizing a digital marketing strategy that focuses on public education, as well as prioritizing company branding that emphasizes aspects of legality, professionalism, and integrity. The company actively produces educational content through various means of two-way communication with customers and prospective customers.

This study aims to evaluate the implementation of digital marketing and branding strategies carried out by PT Agrodana Futures, and to assess the extent to which these strategies have an impact on increasing customer trust and investment product purchasing decisions. Through the internship method, researchers are directly involved in marketing activities and customer relationship management, so that they can provide an in-depth empirical picture of the

effectiveness of the company's communication strategy in building market trust loyalty in the digital era. According to Chaffey and Ellis-Chadwick (2019), digital marketing allows companies to establish two-way relationships with consumers in real time, measure campaign performance with precision, and increase cost efficiency compared to traditional marketing. Digital marketing is a marketing activity that uses digital media such as the internet, social media, and online media. social, email, and websites to reach consumers effectively, and according to Chakti (2022:31) states that the definition of digital marketing is an internet platform that allows users to present themselves, interact, collaborate, share information with other users, and form social bonds virtually. According to Kotler and Keller (2016), a strong brand is able to create differentiation, customer loyalty, and strengthen the perception of the value of the products or services offered. In the context of financial services companies, branding plays an important role in building trust, which is the main capital in making investment decisions. The definition of branding has evolved, from just a brand or trade name of a product, service or company, which is related to visible things from the brand, such as trade names, logos or other visual characteristics, now also means image, credibility of character, impressions, perceptions and responses in the minds of consumers (Landa 2016:4).

According to Endang Tri Wahyuni, trust is an important factor in retention because of...high customer trust in the bank, the bank will be able to collect as many sources of funds as possible from customers and customers will remain loyal to the bank at all times. And according to the big dictionary of the Indonesian language Balai Pustaka 2015,542 "trust is the hope and belief of trusting others and honesty, loyalty and kindness". Financial services companies, such as banking institutions, insurance, and futures brokers, operate in a complex business environment and are heavily influenced by the level of public trust. According to Tjiptono (2015), marketing strategies in the financial services sector need to emphasize three main things, namely clarity of information covering how companies convey product details and risks that are easily understood by the public. The second is where service transparency refers to openness to processes, costs, regulations, and investment results, so that customers feel safe and not disadvantaged. The third, meanwhile, creates long-term value not only pursuing momentary transactions, but building relationships based on trust and loyalty.

RESEARCH METHODS

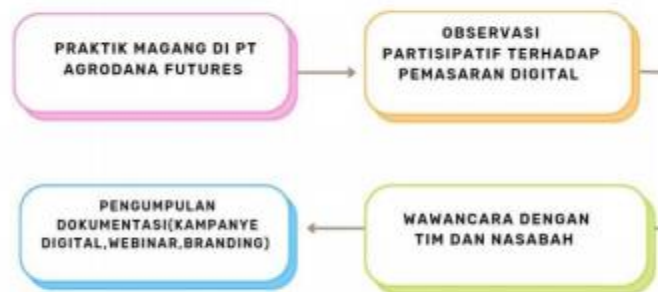


Figure 1. Digital strategy flowchart at PT Agrodana Futures

The research method is a step-by-step process that includes identifying problems, reviewing literature, collecting and analyzing data, and drawing conclusions in order to solve a problem (Creswell 2014). This study uses an internship practice approach method as the basis for data collection and analysis. This approach was chosen because it provides an opportunity for researchers to be directly involved in the organizational context, so that they can understand the digital marketing and branding strategies implemented by PT Agrodana Futures in depth and contextually. During the four-month internship period, researchers not only observed but also contributed to marketing activities, which allowed for natural learning and data collection.

1. Participatory Observation

Participatory observation is conducted by researchers actively engaging in the company's digital marketing activities, starting from the social media content planning stage, digital campaign implementation, to the marketing performance evaluation process. With this method, researchers can capture the internal dynamics of the team, the communication strategies used, and the challenges faced in educating and attracting customers through digital media.



Figure 2. Display of PT Agrodana Futures digital media education

2. Interview with Team and Customers

Interviews with teams and customers aim to explore the subjective perceptions and experiences of each party regarding the implementation of digital marketing and branding strategies. This method allows researchers to obtain more in-depth data.



Figure 3. Interview view with team and customer

3. Documentation (Digital campaigns, Webinars, Branding)

The documentation method is carried out to help validate the findings from observations and interviews, and provide concrete evidence regarding the marketing activities carried out by the company. In addition, documentary data is useful for conducting comparative analysis between certain periods in order to measure the success of the implemented strategy.



Figure 4. Webinar and Branding documentation display

RESULTS AND DISCUSSION

Implementation of Digital Marketing Strategy

PT Agrodana futures implements an integrated digital marketing strategy through various digital platforms to increase literacy, trust, and interest of potential customers in futures trading services. The company utilizes social media such as Instagram and Youtube as the main channel to disseminate educational content that includes daily market analysis, trading guides, and tips and strategies in managing investment risks. The official website of PT Agrodana Futures functions as a digital information center that presents various materials related to the company profile, products, and services, as well as providing online customer account registration facilities. The company regularly holds educational webinars as an effort to increase financial literacy on strategic topics such as trading psychology, fundamental and technical analysis, and discussions of the latest global economic issues.

Overall, PT Agrodana Futures' education-oriented digital marketing strategy has succeeded in creating added value in building the trust of potential customers, strengthening brand image, and increasing public awareness and understanding of futures trading. According to Kotler and Armstrong (2012;72), marketing strategy is defined as a marketing approach that allows companies to create value for customers and establish mutually beneficial partnerships. Meanwhile, according to Wati, Martha & Indrawati (2020), digital marketing is defined as a targeted and measurable product or service marketing strategy through the use of technology.

Branding Strategy

The branding strategy implemented by PT Agrodana Futures is focused on building trust and strengthening a professional image through a consistent visual approach and an emphasis on legality. The company's visual identity is designed with simple yet recognizable colors and logos, and is applied consistently across all communication access, both digital and print. This approach aims to create a professional impression and make it easier for customers to remember the brand (brand recall). All marketing materials, both in print and digital form, explicitly state that PT Agrodana Futures is under the supervision of the Commodity Futures Trading Supervisory Agency (BAPPEBTI) and is a member of the Jakarta Futures Exchange (BBJ) and the Indonesian Futures Clearing House (KBI).

The company's branding narrative is also designed to describe PT Agrodana Futures as a trusted partner in education and safe futures trading. Through educational content of market analysis articles, webinars, and online training, the company not only offers trading services, but also positions itself as an institution that provides added value through financial literacy. This approach is in line with the trust-based differentiation strategy, which is key to creating customer loyalty and differentiating the company from competitors in an industry often filled with ethical practices. Thus, consistent, regulation-based, and education-oriented branding is an important foundation in building PT Agrodana Futures' long-term reputation in the futures trading market. According to Bambang D Prasetyo & Nufian S. Febianti (2020), implementing branding activities requires a strategy, because the brand itself has stages or levels until its formation. According to Kotler (2009), branding strategy has several components, including brand positioning strategy, which is a marketing strategy that functions to make a difference regarding certain benefits and advantages for a personality, which is an effort for a company or consumer.

Impact on Trust and Sales

The implementation of branding strategy emphasizes the legal aspects of professionalism, and education has proven to have a positive impact on increasing customer trust and supporting sales growth at PT Agrodana Futures. During the implementation period of this strategy, there was an increase in interest from prospective customers to open accounts and use the company's services. This is reflected in the increasing number of requests for information, participation in educational activities, and positive responses to marketing materials published digitally. The interactions that occurred through the company's social media and active participation in webinars showed that customers responded well to the educational approach presented. Webinars and educational content delivered regularly contributed greatly to forming a positive perception of the company, especially in terms of transparency, legality, and security in investing. Webinar participants provided feedback indicating that the information they obtained had helped reduce doubts about the risks of futures trading, as well as increasing their understanding of the mechanisms and opportunities available.

With a structured and education-based communication approach, PT Agrodana Futures has succeeded in building stronger trust with its audience. This trust then contributes to the customer's decision to start using the company's services and make PT Agrodana Futures a long-term investment partner. Overall, a consistent and education-oriented branding strategy has strengthened the company's position amidst the increasingly competitive futures trading industry. According to (Apriliani et.al 2020) Customer trust in a brand is the willingness of customers to rely on a brand even though there are risks involved because the brand's goals will produce positive results. Promotional elements have a positive and important influence on customer satisfaction (Fiona & Hidayat, 2020).

CONCLUSION

Based on the results of the analysis of the marketing strategies implemented by PT Agrodana Futures, It can be concluded that a digital marketing approach that focuses on customer education, branding consistency, and an emphasis on legality and professionalism has proven effective in building trust and encouraging customer growth and increased sales. This strategy not only strengthens the company's image as a safe institution, but also provides added value in the form of financial literacy which is a necessity for prospective investors in facing the complexity of futures trading. Through the delivery of educational information and transparent communication, PT Agrodana Futures is able to position itself as an investment partner that not only offers services, but also cares about the understanding and success of its customers. This success shows that digital marketing that is integrated with branding and education strategies has a positive impact on public perception, sales conversion, and customer loyalty in the long term.

SUGGESTION

As an effort for sustainable development, companies are advised to strengthen their digital-based Customer Relation Management (CRM) system to maintain and manage customer relationships in a more personal, adaptive, and measurable way. An effective CRM system will help companies understand the needs of each customer, personalize communication, and monitor customer satisfaction and potential loyalty. In addition, it is recommended that companies start integrating testimonials from customers who have succeeded in digital marketing strategies as a form of social proof that can strengthen credibility and attract the attention of potential new customers. These testimonials can be displayed in the form of videos, quotes, or short case studies on various digital media such as social media, websites, webinars. Furthermore, companies also need to conduct periodic evaluations of all marketing content.digital, both in terms of information quality and delivery style. This is important to ensure that the material presented remains in line with market developments, audience needs, and follows the dynamics of digital communication trends. Thus, marketing strategies

that have proven effective can continue to be refined dynamically and adaptively, maintaining the sustainability of the company's growth amidst increasingly competitive futures trading industry competition.

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