

# Digital Marketing Strategy Analysis “Lagoon Avenue Mall” Towards Sustainable Development Goals 5 Target

(Case Study at Lagoon Avenue Mall Sungkono Surabaya)

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## ABSTRACT

This study examines the digital marketing strategy of Lagoon Avenue Mall Sungkono Surabaya in promoting Sustainable Development Goal 5 (SDG 5), focusing on women's empowerment. Employing a qualitative approach, the research delves into the strategies implemented by the mall's internal team and 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 the digital marketing efforts and the challenges faced in achieving SDG 5. The 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. The study offers actionable recommendations for improving the digital marketing strategy to better support SDG 5 goals, particularly in 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

## ABSTRAK

*Penelitian ini mengkaji strategi pemasaran digital Lagoon Avenue Mall Sungkono Surabaya dalam mempromosikan Tujuan Pembangunan Berkelanjutan 5 (SDGs 5), dengan fokus pada pemberdayaan perempuan. Dengan menggunakan pendekatan kualitatif, penelitian ini menggali strategi yang diterapkan oleh tim internal mall dan wawasan dari mitra komunitas dan penyelenggara acara yang telah berkolaborasi dengan mall. Kombinasi perspektif internal dan eksternal memberikan pandangan komprehensif mengenai upaya pemasaran digital dan tantangan yang dihadapi dalam mencapai SDGs 5. Temuan menunjukkan bahwa meskipun Lagoon Avenue Mall telah berhasil menargetkan segmen pasar tertentu dan mengembangkan acara berbasis mall, ada beberapa area yang memerlukan peningkatan. Tantangannya meliputi target audiens yang tidak tepat, evaluasi kinerja kampanye yang tidak memadai, konten yang kurang menarik, dan keterlibatan pengguna yang rendah. Permasalahan administratif terkait kontrak sewa, ketidakpastian manfaat kerjasama non finansial, dan persaingan dengan mall lain juga menjadi kendala yang cukup besar. Studi ini menawarkan rekomendasi yang dapat ditindaklanjuti untuk meningkatkan strategi pemasaran digital agar lebih mendukung tujuan SDG 5, khususnya dalam pemberdayaan perempuan. Dengan menyempurnakan strategi ini dan mengatasi tantangan yang teridentifikasi, Lagoon Avenue Mall dapat berkontribusi lebih efektif terhadap pembangunan berkelanjutan dan memenuhi tujuan agenda SDGs.*

**Kata Kunci:** Strategi Pemasaran Digital, media sosial, SDGs 5, pemberdayaan perempuan, Pemasaran Digital 7P, bauran pemasaran

## INTRODUCTION

Women's empowerment is essential for sustainable development, with SDG 5 focusing on gender equality and the empowerment of all women and girls. In the digital era, digital marketing

strategies are vital for promoting inclusion and empowerment. This research investigates how Lagoon Avenue Mall Sungkono's digital marketing supports SDG 5. UN Women (2022) reports that digital marketing effectively expands women's access to information and opportunities. Smith et al. (2021) found that inclusive marketing strategies boost women's participation in the digital economy.

This study aims to evaluate Lagoon Avenue Mall Sungkono's digital marketing strategies in supporting SDG 5, identifying areas for improvement. The research questions are:

- How does the mall use digital platforms to promote women's empowerment?
- How well do its digital marketing strategies support SDG 5?
- What challenges and opportunities exist in implementing these strategies?

The research also includes a comparison of the mall's segmentation, targeting, and positioning (STP) strategies with other malls like Pakuwon Mall to highlight differences and similarities in digital marketing approaches.

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

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

Digital marketing is crucial for achieving SDG 5, providing interactive and integrated marketing. Social media, especially Instagram and TikTok, helps build brand awareness and engagement. Events focusing on women's empowerment attract traffic and contribute to the SDG 5 program.

The success of these strategies lies in the effective use of digital marketing, aligning with the national goal of women's empowerment. This research explores Lagoon Avenue Mall Sungkono's digital marketing strategy towards achieving SDG 5.

## LITERATURE REVIEW

This research examines the 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.

**Marketing Concepts and Management:** Kotler & Keller (2016) define marketing as creating value for customers and building strong relationships. Chaffey & Smith (2017) describe marketing management as planning and implementing strategies involving concepts, pricing, promotions, and distribution to achieve organizational goals.

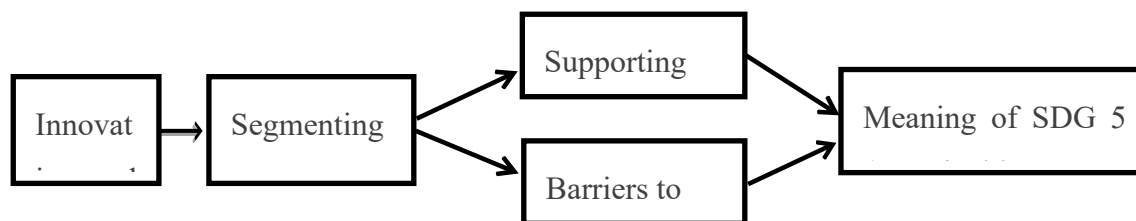
**Marketing Mix:** Kotler & Armstrong (2015) describe the marketing mix as a set of tactical tools—product, price, place, and promotion—that a firm uses to produce the desired response in the target market. Chaffey (2016) highlights that digital marketing influences the importance of these elements across various markets, regardless of direct e-commerce involvement.

**Digital Marketing and Social Media:** Chaffey (2016) defines digital marketing as using technology to enhance consumer knowledge by meeting their needs, integrating digital technologies with traditional communication methods. Kotler & Keller (2012) view social media as platforms for sharing information between consumers and companies. Puntoadi (2011) adds that social media supports two-way interactions through sharing, collaborating, and connecting.

**Women's Empowerment and SDG 5:** The SDGs, 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.

From this research, the aim is to understand Lagoon Avenue Mall Sungkono's digital marketing strategies towards achieving the Women's Empowerment goal (SDG 5).

Research Framework:



The framework of this research begins with data collection through interviews regarding the digital marketing strategies implemented by PT PP Properti, using the marketing mix (7Ps) as a reference. These elements serve as the basis for formulating the questions to be asked as primary sources of information in this study.

## RESEARCH METHOD

This research employs a qualitative approach to explore the digital marketing strategies at Lagoon Avenue Mall Sungkono. Data collection was conducted between January 2024 and March 2024. Interviews were conducted over a three-month period, with each interview lasting approximately one hour. Observations were carried out for one month during events at the mall, and document analysis was performed concurrently with the field data collection. In this study, data triangulation is achieved through integrating data from interviews, observations, and document analysis:

Interviews were conducted with several respondents selected based on specific criteria, namely:

- **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.
- **Event Organizer (EO) Managers** who have collaborated with the mall, to obtain perspectives on the collaboration and its impact on women's empowerment.

### Informants

Table of Informant Data

No	Informant Name	Position
1	Andini Nurma Irianti	Graphic Designer
2	Rizki Raja Satria	Content Creator
3	Muhammad Tahriq Zakiri	Marketing Communication Officer
4	Arina Yulia	Coordinator Poundfit Sidoarjo
5	Rere Retnoningtyas	- Founder Mama Support Mama - Coordinator of Mama Anak Makin Seru (MAMS) Community by Traveloka Experience
6	Shafry Ardi Kurniawan	Coordinator Shaf Management

## Key Informants

Table of Key Informant Data

No	Informant Name	Position
1	Yanuar Bayu Adji	Marketing Communication Manager

## Expert Opinion

Table of Expert Opinion Data

No	Informant Name	Position
1	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 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 sustainable development (SDG 5) by empowering women used a qualitative approach, examining internal and external factors. These factors were studied using data triangulation from Lagoon Avenue Mall Sungkono's internal team, mall partners, and expert opinions. The internal team's 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. Involving various stakeholders offers a comprehensive view of the impact of digital marketing strategies on sustainable development.

Jessica Artanti's study (2020) provides a key reference for this thesis. Her research used qualitative methods to analyze marketing strategies with the 7P Mix Marketing theory, focusing on the e-commerce industry. Artanti aimed to understand how Mitra Bukalapak's strategies enhanced customer satisfaction through virtual product marketing. The current research, titled "Digital

Marketing Strategy Analysis of Lagoon Avenue Mall Towards Sustainable Development Goals 5 Target (Case Study at Lagoon Avenue Mall Sungkono Surabaya)," also employs a qualitative approach but with a different focus. This study uses the 7P Mix Marketing theory to explore how digital marketing strategies can support Sustainable Development Goal (SDG) 5, specifically targeting women's empowerment within the context of a mall.

Key Differences:

- **Research Field:** Artanti's research is centered on e-commerce, while this study focuses on the property and real estate industry, specifically a mall.
- **Focus of Analysis:** Artanti analyzes virtual product marketing strategies for customer satisfaction, whereas this study investigates digital marketing strategies for advancing SDG 5, with an emphasis on women's empowerment.

In summary, 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.

### Segmenting, Targeting, Positioning

#### 1. Market Segmentation:

- **Demographic:** Targets a wide age range, including children through events like KidZania, teens, and millennials seeking trendy experiences. Focuses on families, especially young mothers.
- **Geographic:** Concentrates on Surabaya, Sidoarjo, Gresik, and Malang to attract visitors from surrounding areas.
- **Psychographic:** Targets families looking for entertainment and edutainment, social media users, and those seeking Instagrammable experiences.

#### 2. Targeting:

- Focuses on adults, especially young mothers (35-44 years old), event organizers, social media-active women, and those seeking unique indoor and outdoor experiences.

#### 3. Positioning:

- **Exclusive and Elegant Family Destination:** Positioned as a semi-outdoor mall offering comfort, aesthetics, and event-oriented experiences.
- **Value Proposition:** Provides a safe, comfortable environment with Instagrammable spaces and a 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, but opportunities lie in social media trends and brand collaborations.

### Marketing Mix

**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.

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

**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 support SDG 5.

**Promotion** Social media, particularly Instagram, is used effectively for event promotion. However, there's 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.

**People** The mall's friendly, responsive staff contribute to a positive customer experience and support SDG 5 goals. Engaging employees and customers through digital platforms helps build strong relationships, though flexibility in collaboration and addressing partner complaints could be improved.

**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.

**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 women's empowerment and community engagement.

Lagoon Avenue Mall Sungkono targets local adults, particularly women's communities, and event organizers, emphasizing women's empowerment in line with SDG 5. Their 7P strategy—encompassing 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 on women's empowerment issues aligned with SDG 5. Collaborations with local communities and using 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 but also supports micro, small, and medium enterprises (MSMEs) managed by women, reflecting a commitment to SDG 5.

The mall fosters an inclusive environment, encouraging women's participation in decision-making and social transformation. This approach is evident through collaborations with communities like Dukuh Pakis District, hosting 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 in the Information Technology sector for men and women. Collaborating with influencers and increasing mall branding through tenants 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 targets.

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 2.** SWOT Analysis

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

**Table 3.** IFAS and EFAS Analisis

IFAS - EFAS	Strength (S)	Weakness (W)
<b>Opportunity (O)</b>	<p>SO Strategy</p> <ol style="list-style-type: none"> <li>1. Community Collaboration by leveraging relationships with JCI and IWAPI to hold joint events, attract visitors, Andstrengthen brand image.</li> <li>2. Optimize online and offline to increase brand exposure through coverage of events and activities at the mall and reach a wider target market.</li> </ol>	<p>WO Strategy</p> <ol style="list-style-type: none"> <li>1. Do evaluate and improve targeting and content more carefully regarding advertising targeting and social media content for make sure that they in accordance with the interest and target market needs, so can improveuser engagement.</li> <li>2. Optimizing Usage data fromprevious events for understand visitor preferences and behavior, and use it Fordevelop more interesting and relevant content, and design more marketing strategies effective in period front.</li> </ol>
	<p><b>Threats (T)</b></p> <p>TO Strategy</p> <ol style="list-style-type: none"> <li>1. Reinforce a consistent and recognizable brand identity through clean, simple and elegant social media posts, to remain engaging interest of followers in the middle competition with malls or other events.</li> <li>2. Collaboration diversification by looking for collaboration opportunities with other parties outside the media and community Forovercome administrative and rental obstacles, so that canexpand the partnership network and reach a wider target market. (tenancy mixing)</li> </ol>	<p>TW Strategy</p> <ol style="list-style-type: none"> <li>1. Monitoring Competition with monitoractivities and events organized by malls or other events around the same area in anticipation competition Whichmight influence community interest and participation, and adapt marketing strategies to stay relevant and interesting.</li> <li>2. Develop abilities to respond market changes and trendconsumers more quickly and precisely through use data and analysis which more effective, as well as withhave a more flexible team and deep adaptive designingmarketing strategy responsive</li> </ol>

Lagoon Avenue Mall excels in community engagement, collaborating with groups like 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 aids future strategies. This approach aligns with previous research by Widodo (2022), emphasizing the role of Influencer Marketing, Social Media, and E-Commerce, along with Video Advertising, Email Marketing, and Content variables

**Table 4.** Supporting Factors for 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 engagement with the community. Through this collaboration, Lagoon Avenue Mall not only supports local events but also strengthens their image as a center that cares about community needs
2	Support from Digital Media	Collaboration with the media helps malls to gain wider exposure among the community by helping share event posters from the community. This is important for increase brand awareness and attract interest of potential visitors. Media support can also help in building a positive reputation and credibility. Lagoon Avenua Mall usually uses online portals or media partners such as JPNN, and if it passes through Jawapos, @eventsuroboyo, @infosuroboyo
3	Consistency in Posting Social media	Consistency in the style and design of social media posts helps in building a strong and easily recognizable brand identity. The use of certain standards creates a clean and elegant image, which can attract attention and maintain the interest of followers. Lagoon Avenue Mall uses calmdown tones to make it clearer, simple and elegant and post one post a day

4	Segmentation Approach which is flexible	Lagoon Avenue Mall Sungkono's flexible segmentation approach to adapt their marketing strategy according to the needs and preferences of specific segments. This is important because each market segment may have characteristics and different preferences.
5	Venues which represents the mall	Judging from the availability of the Lagoon Avenue Mall Sungkono venue, it is representative with 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.
5	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 the smooth running of the team 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 their followers. In this case it is Mas Raja.
8	Database Utilization ForFuture Strategy	This mall collects data from previous events to be used in developing future marketing strategies. This data can also be used to attract old customers to hold events again to collaborate or invest with 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 audience interest. Administrative issues, like rental contracts and collaboration benefits, can hinder partnerships. Competition with other events or malls requires constant monitoring to maintain marketing effectiveness.

**Table 5.** 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 the lack of evaluation of 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.
2.	Evaluate Content and User Engagement	Evaluation of content that is less interesting and low user engagement is another obstacle in the marketing strategy of Lagoon Avenue Mall Sungkono. Content that is not interesting or does not match the target's interests can reduce the effectiveness of the campaign. In addition, low user engagement can be a sign that the content presented does not meet expectations or not interesting to the audience.
3.	Administration and Rent	Administrative issues related to rental contracts and management approval can be a barrier in operating collaboration with other parties. Uncertainty regarding the non-financial benefits of collaboration can also complicate the negotiation and agreement process. This was conveyed by the triangulators who previously wanted to collaborate again but then didn't dealing, not doing so or choosing another location.
4.	Competition with Events or Other Malls	Competition with other events or malls, especially when there are similar events taking place simultaneously, can interfere with the effectiveness of marketing efforts. This requires the marketing team to always 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.

The Most Important Digital Marketing Strategy Emerges

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 conveyed by Mas 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 in the product aspect, Lagoon Avenue Mall has an advantage with provide the facilities support for events.
2.	Ibu Rere	"It's been very effective anyway sis if according to me, Because he 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, can't and which we can't get it worth it that's it."	Ibu Rere state for product effectiveness Lagoon Avenue Mall inside interesting cooperation events, although there is a number of limitations in matter food tenant offers which is a little.
3.	Ibu Rina	"I That First that collaboration time I was at that time join the event which there is what that's it his name projects light if no problem the pound fit too anyway There is which a number of Sunday before my event, after that it was like me I'm interested, okay? Here, I'll try using it make pounds fit, keep going I'll try to contact him"	Mother Rina convey experience that he came first program or as customer on service agoons Avenue Mall before he interested to collaborate.

No	Informant	Marketing strategy (Place)	Analysis
1.	Mr Shafry	"From facet nice outdoors the view Lagoons compared other malls."	Mas Shafry said that Lagoon Avenue Mall has a nice or interesting outdoor view compared to with other malls in the vicinity. This show that view or the outdoor environment at Lagoon Avenue Mall is considered to have added value or attraction which stands out.
2.	Ibu Rere	"It's good, since yesterday the WWWFest event was on top, they also gave signs, then the security guard also let you know and there was a receptionist who that's helpful too."	Mrs. Rere considers the environment and facilities of Lagoon Avenue Mall, including the services of the security and reception staff.
3.	Ibu Rina	"My location is okay, bro, because the venue is also okay like that right"	Mrs. Rina discussed that the location was okay for an event.

No	Informant	Marketing strategy (People)	Analysis
1.	Mr Shafry	"Internally, they were quite helpful when I made the event before, so the marcomm was like a friend, so he was always updating posters, updating competitions, what needed help."	Mas Shafry said that he had a positive experience with Lagoon Avenue Mall internally, especially the team marcomm. 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.	Ibu Rere	"...then the security guard also told me and there was a receptionist who was also helpful."	Mrs. Rere considers the environment and facilities of Lagoon Avenue Mall, including the services of security staff and receptionist.

3.	Ibu Rina	“...continue the service Also The people are friendly and the people seem nice invited chat like like that like a head that's it like anagers who are like Pak Bayu and Mas Thariq is just like that he humble like that.”	Mrs. Rina said that there is the ease of communicating with "heads" or "managers" shows the importance of quality communication in the environment the. Ability For communicatein a way being open and relaxed can increase engagement customer and strengthen connection between customers and staff create experience positive for customer like Bu Rina
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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 Nowthey are developing, it is a process the main thing is."	From Mas 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.
2.	Ibu 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 ispoundfit, then there are animals like that, right? that's already good according me”	Ms Rere expressed her focus on the community experience at Lagoon Avenue Mall, highlighting the diversity of events and support for local events.
3.	Ibu 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’S effective like often that’s how it is”	Ibu Rina consider that media promotion Lagoon Avenue Mall Sungkono is considered effective like in upload in Instagram and TikTok



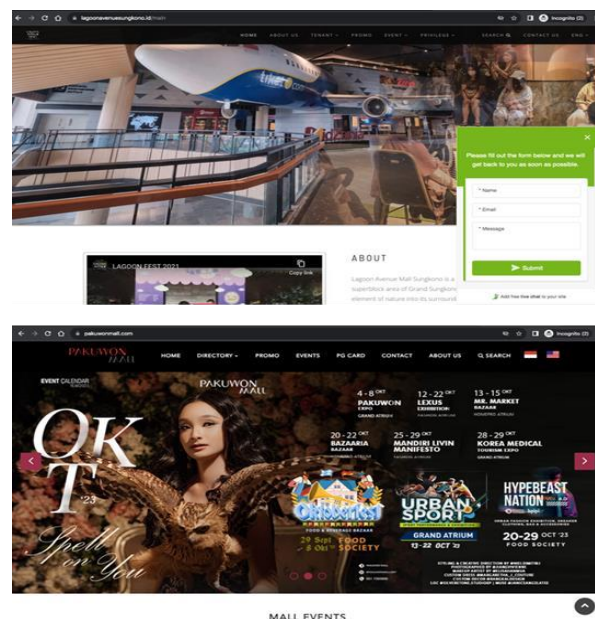
Lagoon Avenue Mall Sungkono's strategies focus on Product, Place, People, and Promotion. The Product strategy includes providing free event venues to support sustainable development and gender equality, aligning with Bappenas's goals. The Place strategy creates a safe, inclusive environment for women's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

The differences in digital marketing strategies between Lagoon Avenue Mall Sungkono and Pakuwon Mall Surabaya can be seen from several aspects.

influencing the way they both interact with their audience and promote their brand online, as follows:

### 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, pioneers in increasing visitor traffic and contributing to SDG 5.



**Figure 1.** Lagoon Avenue Mall Sungkono and Pakuwon Mall websites

Lagoon Avenue Mall outperforms Pakuwon Mall in digital marketing strategy with a more attractive approach via the website. They not only promote the mall's branding through aesthetic

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 the live chat feature on their website. On the other hand, Pakuwon Mall does not provide similar services, so it lacks in providing an interactive experience to their potential visitors.

### Applications with Close Targeting and Segmentation

Lagoon Avenue Mall excels in 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 shows 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 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, showing 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.

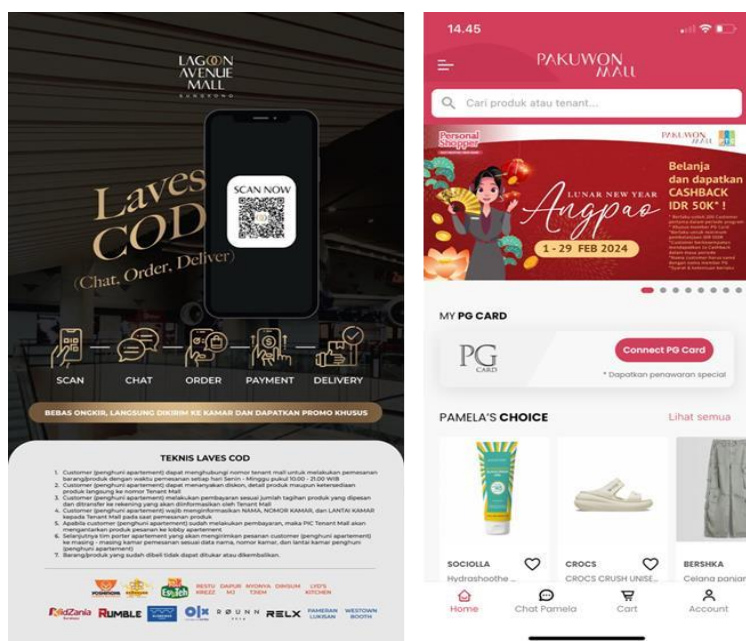
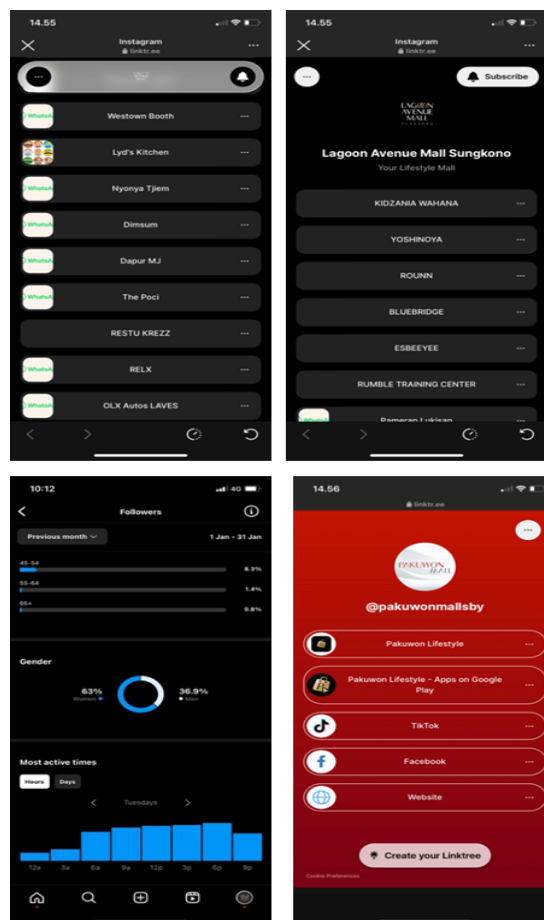


Figure 2. Applications from Lagoon Avenue Mall Sungkono and Pakuwon Mall Surabaya

## Promotional Differences

Lagoon Avenue Mall Sungkono excels in its digital marketing approach by displaying links leading to MSME tenants on their Instagram account. 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. Meanwhile, Pakuwon Mall Surabaya may not have a similar approach in its digital marketing strategy. While they may be active on social media and have their own apps, their focus may lean more toward 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 3.** Differences between Lagoon Avenue Mall Sungkono Instagram Social Media Links and Pakuwon Mall Surabaya

### Venue Price Differences

Lagoon Avenue Mall offers collaboration prices that are more affordable compared to other malls. This is an advantage for event organizers or communities who want to collaborate with the mall, because lower costs can save 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 issues in public. Meanwhile, Pakuwon Mall may promote the products and brands in it more. Thus, Lagoon Avenue Mall has advantages in atmosphere, shopping services, cooperative prices, emphasis on events, and commitment to social responsibility, which makes it superior to Pakuwon Mall in certain aspects

### CONCLUSION

In the discussion regarding the analysis of digital marketing strategies to improve sustainable development (SDG 5) empowering 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, aligned with SDG 5, is crucial for sustainable business. This involves both internal and external factors, including the internal team, collaboration partners, and expert opinions.
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, actively promoting on Instagram.
  - **Price:** Emphasizing high value through quality service and experiences, despite some ticket pricing challenges.

- **Place:** Promoting good outdoor views, distributing products digitally, and collaborating to expand social media reach.
  - **Promotion:** Conducting persuasive social media campaigns, needing better exposure for women's empowerment events.
  - **People:** Addressing community collaboration and responsiveness issues.
  - **Process:** Enhancing digital marketing and community communication, with challenges in responsiveness and engagement.
  - **Physical Evidence:** Maintaining an elegant image with event venues, needing more tenant and influencer collaborations.
4. **Strengths and Challenges:** 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, engaging content, 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.

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