

MARKETING INFORMATION SYSTEM ANALYSIS AT ZERODUST CLEANSHOES, MALANG CITY

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ABSTRACT

The purpose of this study is to analyze the implementation of a marketing information system at Zerodust Cleanshoes and evaluate the extent to which the system supports the effectiveness of marketing strategies. The data used is data regarding the marketing process in 2024. The company studied is a service company engaged in shoe cleaning. This study uses a qualitative descriptive approach as an analytical tool. The results show that Zerodust Cleanshoes implements a marketing information system using digital innovation, namely social media. The results reveal that Zerodust applies a fairly comprehensive marketing mix concept and financial management is quite good for a small business class student. These results indicate strong potential for further development through digital innovation and a more formal managerial system. This study provides a concrete example of how SIP is implemented simply but effectively for micro-entrepreneurs (students), which has not been widely studied in an academic context.

Keyword: Marketing Information Systems; Marketing Strategy; Digital Innovation.

INTRODUCTION

Management information systems (MIS) are one of the fundamental elements in supporting the effectiveness of decision-making in the digital era. Jogiyanto, HM (2017) Management information systems are systems that provide information used to support managerial functions in an organization, including planning, monitoring, evaluation, and decision-making. Management information systems are not only limited to production or accounting aspects, but also develop in the marketing field, focusing on understanding consumer behavior, managing customer data, and making strategic marketing decisions (Laudon & Laudon, 2020). Therefore, analysis of marketing information systems is important, especially for business units operating in the service sector that rely on customer responsiveness and satisfaction.

Marketing information systems play a central role in bridging the information needs of management and target markets. Graviela (2022) states that a marketing information system is an information system designed to collect, store, analyze, and distribute marketing information to support effective decision-making within an organization. In the context of Micro, Small, and Medium Enterprises (MSMEs), implementing a marketing information system is highly strategic because it can increase market visibility, the effectiveness of digital promotions, and customer loyalty (Natasha & Abdurahman, 2021).

Previous research has shown that the use of marketing information systems in companies or business units has a significant impact on marketing performance. Research by Susanto and Goodwin (2021) found that information system adoption among SMEs in Indonesia is still hampered by limited infrastructure and human resources, but has a positive impact on increasing the effectiveness of promotions and customer service. Meanwhile, a study by Sari, Yuliana, and Wicaksono (2022) in Malang City showed that digitalization of marketing through social media and customer service platforms is directly related to demand growth and increased consumer trust in laundry services. These findings confirm that a well-integrated marketing information system will provide a competitive advantage, especially for service-based businesses such as shoe cleaning. Research by Indrayani, Awopi, and Zabir (2020) developed a website-based marketing information system for SMEs, which demonstrated increased market reach and operational efficiency. Similarly, a study by Wahyudi (2019) revealed that the implementation of a web-based marketing information system at the Soppeng SME Gallery increased marketing reach and sales. These findings provide a strong basis for evaluating and designing an appropriate marketing information system for Zerodust Cleanshoes. Hidarini, Danny, and Muhidin (2024) explain that a web-based information system for a shoe cleaning service can speed up customer service, clarify operational flows, and help consumers monitor service status online.

Zerodust Cleanshoes is a Micro, Small, and Medium Enterprise (MSME) operating in the shoe cleaning service sector in Malang City. This business unit is interesting to analyze because it faces various challenges related to customer management, service promotion, and efficient transaction recording. The business owner has utilized social media as a digital marketing channel, but the integration of marketing information systems in data management and marketing strategy evaluation has not been fully optimized. Therefore, Zerodust Cleanshoes is a relevant research object to analyze the effectiveness of marketing information system implementation in the service sector, as well as to provide recommendations for the development of a more adaptive and efficient system. This business selection is also based on the availability of adequate access to information and the suitability of the business characteristics with the research topic that focuses on digital transformation among MSMEs.

Zerodust Cleanshoes was chosen as the research object based on the consideration that this business represents a growing MSME in the service sector in Malang City. With a focus on shoe cleaning services, Zerodust Cleanshoes has the potential to utilize marketing information systems to improve operational efficiency and customer satisfaction. Analysis of the implementation of Management Information Systems in this company is expected to provide useful insights for similar MSMEs in adopting information technology to support their marketing strategies.

Based on this description, this study aims to analyze the implementation of a marketing information system at Zerodust Cleanshoes in Malang City and evaluate the extent to which the system supports

the effectiveness of the implemented marketing strategy. It is hoped that this research can provide theoretical contributions to the study of information systems in the marketing field, as well as provide practical contributions to MSME managers in developing more optimal marketing information systems.

RESEARCH METHODS

Types of research

The method used in this research is qualitative research with a descriptive approach. Qualitative research is research that provides descriptive data in the form of written or spoken words from an object or person being interviewed.

Place and Time of Research

The research was conducted at Zerodust Cleanshoes MSME located at Jl. Raya Srani IX No. 5 Ngadipuro Lor, Sekarpuro, Pakis District, Malang Regency. This research was conducted from May 5, 2025 - May 31, 2025. The research was conducted on the implementation of the marketing management control system at Zerodust Cleanshoes Malang.

Data Types and Sources

The data and materials used in this study come from original sources (primary data). Primary data is data obtained directly through interviews or observations of the target being studied. Primary data collection in this study was conducted through interviews and documentation of the required data.

Method of collecting data

1. Interview

Researchers conducted a structured interview with the owner of Zerodust Cleanshose, Ahmad Riza Ikhsan Khariq Faizzani. This person served as an informant because he is the owner and owner of the business and is knowledgeable about the business. The following questions were asked:

- a. What is the history of the founding of the UMKM Zerodust Cleanshoes Malang?
- b. What is the purpose of establishing the Zerodust Cleanshoes business?
- c. What is the target market for this shoe washing business?
- d. What is the service flow from when the customer arrives until the shoes are finished being washed?
- e. What is the competitive advantage of this business compared to competitors?
- f. What media or marketing channels have been used by these MSMEs?
- g. Are there any promotions or customer loyalty programs and how are they recorded?
- h. What are the obstacles faced in promotion and reaching new customers?
- i. In the next year, what are the owner's hopes for business development in terms of marketing?
- j. Has the owner ever used a system/application to help with marketing?

2. Documentation

Researchers used literature from several related journals and articles as references to obtain an overview of the information control system. The data collected included financial report records, current promotions, marketing strategies, and other information.

Data Analysis Methods

This study uses qualitative analysis with a descriptive approach as the method used to analyze the data and discuss the research problems. The data analysis process is as follows:

1. Data collection

This data collection was conducted through interviews with the owner of Zerodust Cleanshoes, using a structured interview method, which involved writing a list of questions to be asked. Furthermore, data collection using documentation methods was also conducted, including documenting Zerodust Cleanshoes' financial records, washing processes, and packaging for return to consumers.

2. Data Reduction

Data reduction is the process of simplifying, sorting, and focusing the raw data collected to make it easier to understand and analyze. Focusing data involves selecting information that aligns with the research objectives and discarding less relevant information.

3. Data analysis

Analyze the data obtained based on the marketing information system implemented by the company by identifying the weaknesses of the marketing information system implemented by the company.

4. Data Interpretation

Data interpretation is the process of interpreting and giving meaning to the results of data analysis so that they can be understood and used to draw conclusions, answer research questions, or make decisions. After analyzing the data, we can implement solutions to address weaknesses in the company's marketing information system and propose marketing information systems that the company can implement to improve efficiency.

5. Draw a conclusion

RESULTS AND DISCUSSION

Objects and Business Fields

The object of this research is Zerodust Cleanshoes, a Malang-based shoe cleaning service. Zerodust Cleanshoes serves a variety of shoe types, from sneakers to leather to suede. They also clean other items, such as bags and hats, in addition to shoes. The cleaning process is carried out manually using specialized equipment.

Organizational structure

Zerodust Cleanshoes is a small-scale MSME that currently lacks a formal organizational structure. All operational activities are run independently by the business owner, Ahmad Riza Ikhsan Khariq Faizzani, who handles various functions, from customer service and financial management to marketing, to washing and packaging. To support future business growth, if the business already has employees, our group recommends establishing a simple organizational structure that encompasses

operational functions, customer service, finance, and marketing. This aims to improve work efficiency and support more professional business management.

A Brief History of Zerodust Cleanshoes

Zerodust Cleanshoes was founded in Malang in 2021 by Ahmad Riza Ikhsan Khariq Faizzani, a student at the Malang State Polytechnic, in response to the growing need for professional and reliable shoe care services among the public and students in Malang. From the beginning, Zerodust has focused on shoe care, particularly white shoes, which require extra care to keep them clean and well-maintained.

Embracing the premium deep clean concept, Zerodust is committed to delivering the best results through thorough cleaning techniques, the use of quality care products, and attention to every detail of the shoe. To date, Zerodust continues to grow as one of the most trusted shoe cleaning services in Malang, known for its quality, thoroughness, and customer satisfaction.

"I initially founded Zerodust Cleanshoes in Malang in 2021, when I was still in college at Polinema. The reason was simple: I needed extra money. I saw an opportunity, as many students and residents in Malang needed a reliable and high-quality shoe cleaning service, especially for white shoes, which require special care. That's why I focused on that, and I used the premium deep clean concept to maximize results and satisfy customers. From there, the business has continued to grow to this day."(Riza, Interview, May 5, 2025).

Marketing Information System at Zerodust Cleanshoes

A Marketing Information System (MIS) is a system designed to manage, analyze, and provide relevant information to support decision-making in marketing activities. Zerodust Cleanshoes has implemented a marketing information system for its student-run business. Currently, Zerodust Cleanshoes provides and receives information from various social media platforms such as Instagram, TikTok, and WhatsApp, as well as print media in the form of brochures or through face-to-face customer interactions.

"By using social media, I can find out what customers like, and they often provide feedback via chat or comments. I then record this information for service evaluation. I also want to continue innovating content and digital marketing to expand my customer reach, so customer feedback is crucial."(Riza, Interview, May 5, 2025).

This indicates that the business has begun adopting digital marketing strategies, although not yet in a structured or comprehensive manner. Interviews revealed that the owner still wants to innovate existing content and digital marketing to expand customer reach. Therefore, the author will provide recommendations and suggestions regarding the marketing information system and what the owner can do going forward.

Activities Carried Out by Zerodust Cleanshoes

The marketing activities carried out by Zerodust Cleanshoes, especially the owner, do not yet know whether the marketing system reflects the implementation of the 7P marketing mix consisting of product, price, promotion, place, people, process, and physical evidence.

"I know the 7Ps, but I don't really know if my business has fulfilled the 7P marketing mix or not" (Riza, Interview, May 5, 2025).

However, in addition to the 7Ps mentioned above, the owner also maintains financial records in Excel. The following is an analysis of each of these elements in relation to Zerodust Cleanshoes' activities:

a. Services/Products (product)

The services or products provided by Zerodust Cleanshoes are varied and meet the needs of many people. Zerodust Cleanshoes accepts many shoes such as school shoes, sports shoes, and white shoes which usually require special treatment to clean them and it is not uncommon for Zerodust Cleanshoes to receive special service orders such as washing hats and bags. The most exclusive service is a service that provides specialist white shoe washing services which require special treatment such as tools, liquids, and soaps that are different from others. The unique thing about Zerodust Cleanshoes also lies in the shoe drying process, which is not dried in the sun, but by fanning/airing, because if directly exposed to sunlight the shoes can quickly be damaged and change color. Zerodust Cleanshoes also provides a special service for yellow shoes, namely unyellowing white shoes that have turned yellow using a special liquid. Zerodust Cleanshoes also provides a service to its customers, namely a pick-up and drop-off service for customers' shoes that want to be washed. The owner will pick up or deliver the shoes to the house or a meeting point that has been discussed with the customer.

"I provide shoe cleaning services for various types of shoes, such as school shoes, sports shoes, and even white shoes that require special treatment. I sometimes even wash hats and bags. The service I most often prioritize is washing white shoes and deyellowing shoes that have already turned yellow, using special liquids and tools. The drying process is also different; instead of drying them in the sun, they are aired using a fan to prevent damage. Pickup or delivery depends on the agreement with the customer, whether they want to pick up or drop off." (Riza, Interview, May 5, 2025).

b. Price

Zerodust Cleanshoes provides a variety of cleaning services for shoes, bags, and hats with varying prices based on the type of item and the level of difficulty in the care process. Prices are also tailored to suit the budget of students, according to the main target market. For shoe cleaning services, several options are available, such as women's shoe cleaning, deep cleaning, and special care for leather shoes. Meanwhile, in the bag category, Zerodust serves various types of bags such as sling

bags, tote bags, backpacks, and leather bags. In addition, services for hats are also available, as well as additional services such as unyellowing to address yellowing on white shoes, and one-day service for customers who need fast results. All pricing details for each service can be seen in the price list image provided. By offering a variety of service options, Zerodust Cleanshoes strives to meet customer needs flexibly and professionally. Prices can be seen in Figure 1 of the Price List below.



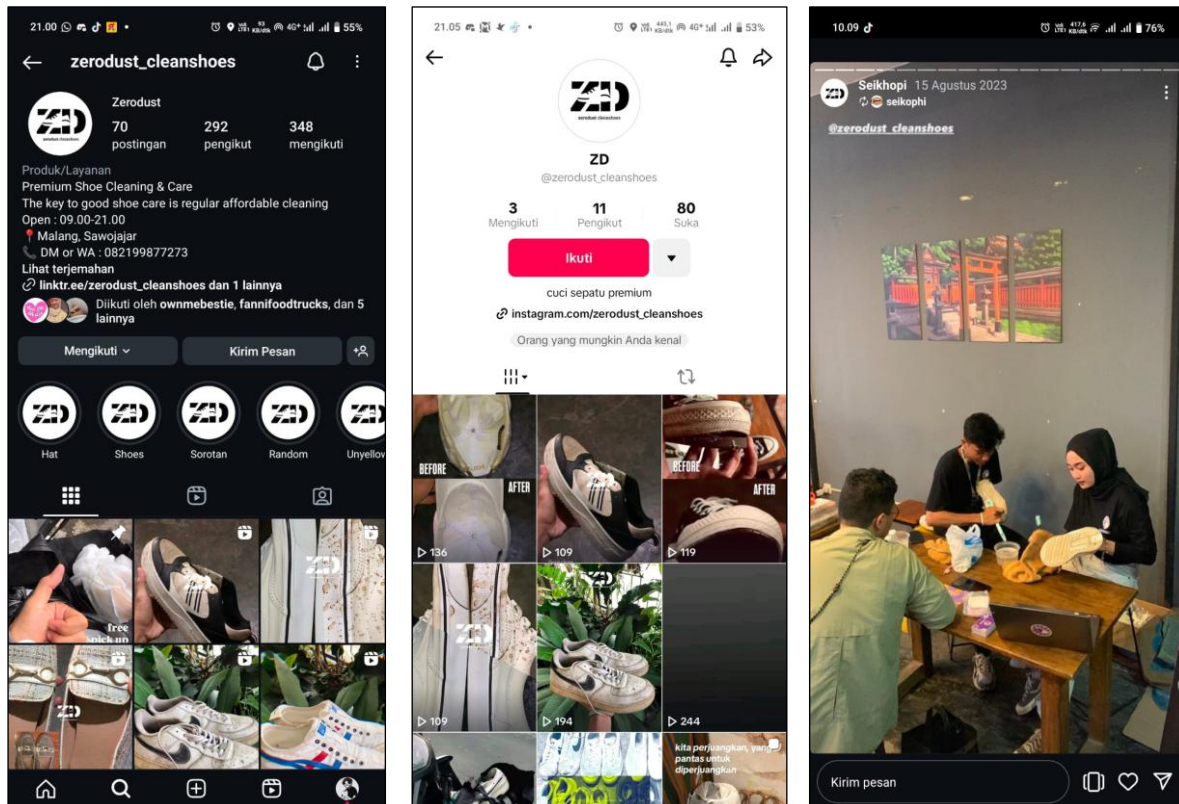
PRICE LIST	
SHOES	
women shoes	25
deep cleaning	30
leather shoes	35
BAG	
sling bag	25
tote bag	30
backpack	40
leather bag	40
HAT	
	25
UNYELLOWING	45
ONE DAY SERVICE	50

Picture1. Price List

C. Marketing (promotion)

Zerodust Cleanshoes implements its marketing in two ways: directly and indirectly. The indirect approach utilizes digital marketing through social media platforms like Instagram, TikTok, and WhatsApp to expand its reach and provide information about the products and services offered by Zerodust Cleanshoes to both existing and new customers. Furthermore, the owner uses printed brochures and holds pop-up stores for direct marketing, as stated in an interview with the owner of Zerodust Cleanshoes:

"Currently, I am actively using social media such as Instagram, TikTok, and WhatsApp as the main means of promoting our shoe cleaning services. For offline activities, I usually distribute brochures. Sometimes I also hold pop-up stores, such as at coffee shops or at certain events."(Riza, Interview, May 5, 2025).



Picture2. Marketing at Zerodust Cleanshoes

Figure 2 shows that Zerodust Cleanshoes markets online through social media platforms like TikTok, Instagram, and WhatsApp. On each platform, Zerodust Cleanshoes typically emphasizes testimonials and the services it provides, and occasionally provides information about upcoming promotions and events. Each social media bio includes other social media handles or other information, such as DMs and contact information for service inquiries. The caption of each post includes an invitation to have your shoes cleaned and the services provided in the testimonial posted on social media.

Figure 2 also shows the direct or offline marketing conducted by Zerodust Cleanshoes. Zerodust Cleanshoes often holds Pop Up Stores for a better and more real-life marketing experience by offering fast clean shoes in places like coffee shops, while also distributing brochures about the services offered by Zerodust Cleanshoes.

d. Place

Zerodust Cleanshoes is located in Sawojajar, Malang City. Because the owner is a student, it is easily accessible to its primary target market, which includes students and young people. Zerodust also offers pick-up and delivery services, eliminating the need for in-person visits. Customers can contact the store directly through social media, simplifying communication and transactions. With a

combination of location and flexible service access, Zerodust's "place" strategy helps the business connect with its customers and enhances their experience.

"I usually do laundry at my own house, my house is in Sawojajar. If I want to wash shoes, I usually tell them when we meet or just chat directly on WhatsApp" (Riza, Interview, May 5, 2025).

e. People

In marketing activities, the element of people or human resources is one of the crucial elements that determine the success of a business, especially in the case of the Zerodust Cleanshoes MSME. This element includes everyone involved in the service process, both internally and externally, such as customers and partners. While large companies generally have a comprehensive employee structure, on the MSME scale, specifically Zerodust Cleanshoes, located in Sawojajar, all business activities are still run independently by the owner. This means that the owner has many tasks as the main actor in daily operations, customer service, and marketing. This condition makes the role of people very personal and has a direct impact on service quality and customer satisfaction. However, if there are a lot of orders for shoe cleaning and the owner feels overwhelmed, the owner will hire an assistant cleaner, usually a relative or friend of the owner.

"For other people, I do it all myself. I do everything from marketing, washing, serving customers, and so on. Except I get tired because I have so many shoes to wash. We're trying to protect our reputation, so I don't dare refuse, and I usually pay the cleaners, usually friends or acquaintances." (Riza, Interview, May 5, 2025)

f. Process

"The main process is that I market my services first, usually through social media or word of mouth. If someone wants to wash their shoes, they can contact me via online chat or meet me in person. Then, I record the order after I receive the items to be washed. I usually don't take a photo and caption the photo with information about the order, and I send it to my own WhatsApp number for archives. Then, if I have time or it's already scheduled, I wash them using special materials, sometimes with special treatment depending on the material of the shoe or item being washed. Then, I dry them using my fan, just in the wind, not in the sun, because it can damage the material. Then, when it's dry, the final process doesn't involve vacuuming or applying shoe perfume. I use a special shoe wrap for packaging and don't put stickers on them. I then deliver or cash on delivery according to the customer's wishes." (Riza, Interview, May 5, 2025).

From the interview results, we can see that the owner runs his business through two main stages, namely the marketing process and the operational activity process.

a. Marketing Process

Marketing processes are carried out to attract customer interest and increase brand awareness. Some of the marketing strategies employed include:

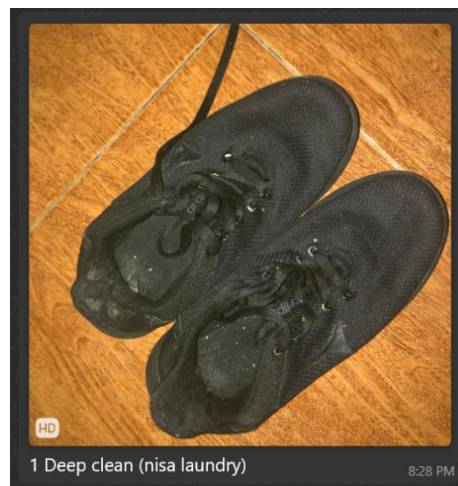
- Digital Marketing: Use social media platforms like Instagram, TikTok, and WhatsApp Business to share before-and-after shoe cleaning content, customer testimonials, and exciting promotions.
- *Word of Mouth*(word of mouth promotion): Word of mouth promotion, especially among students, from customers recommending to other people or owners to potential customers.
- Regular Promotions and Discounts: Offer discounts or washing bonuses during certain periods to attract new customers and retain existing customers.

b. Receive orders

Orders are accepted both online and offline. For online customers, orders are accepted via Instagram DM and WhatsApp. For offline customers, orders are accepted directly at the outlet or via a shoe pick-up service.

c. Order Recording (customer item labeling)

After the order is received, the owner will record the customer data, the type of service requested (deep clean, repaint, unyellowing, etc.), as well as the estimated processing time, a labeling process is carried out to avoid errors or exchanges between customer items, usually the owner takes photos and records the order information, as in figure 3.



Picture3. Order Recording

d. Washing Process

The washing process is carried out according to the material type and customer request. The owner will separate shoes by material type (canvas, suede, leather, mesh, etc.). Using a special cleaning fluid safe for shoe materials, a thorough cleaning is performed, including the soles, insoles, and laces. The owner will usually wash shoes when there are no classes or when he has free time.

e. Drying Process

After washing, the shoes are dried naturally with the help of a fan to avoid damaging the material. They are then aired in a well-ventilated room, away from direct sunlight, as this can damage the material. This process typically takes one to two days, depending on the material.

f. Packaging and Delivery

Once dry, the shoes are neatly packaged using special plastic from Zerodust Cleanshoes. The shoes are also sprayed with a special fragrance/perfume to ensure they smell good when received by the customer. The packaging includes the brand (in the form of a sticker) and the customer's name tag to ensure there are no mix-ups. Delivery is handled by the owner himself, who determines a meeting place with the customer, or the customer can also pick them up directly from their home. Figure 4 shows the packaging and delivery at Zerodust Cleanshoes.



Picture4. *Packaging and Delivery*

g. ProofPhysical (physical evidence)

The element of physical evidence refers to anything that can be seen in real life by consumers and represents the quality of the service provided. Because services are intangible, consumers often judge the quality of service from the accompanying physical appearance, such as the condition of the business premises, the equipment used, the appearance of the packaging, and the visual communication design used by the service provider. At the Zerodust Cleanshoes MSME in Sawojajar, which operates in the shoe cleaning service sector, physical evidence is crucial for creating a professional and convincing impression, especially since this business is still run independently by the owner and does not yet have a large store like a franchise. In Figure 5, we can see one example of physical evidence representing Zerodust Cleanshoes' shoe cleaning.



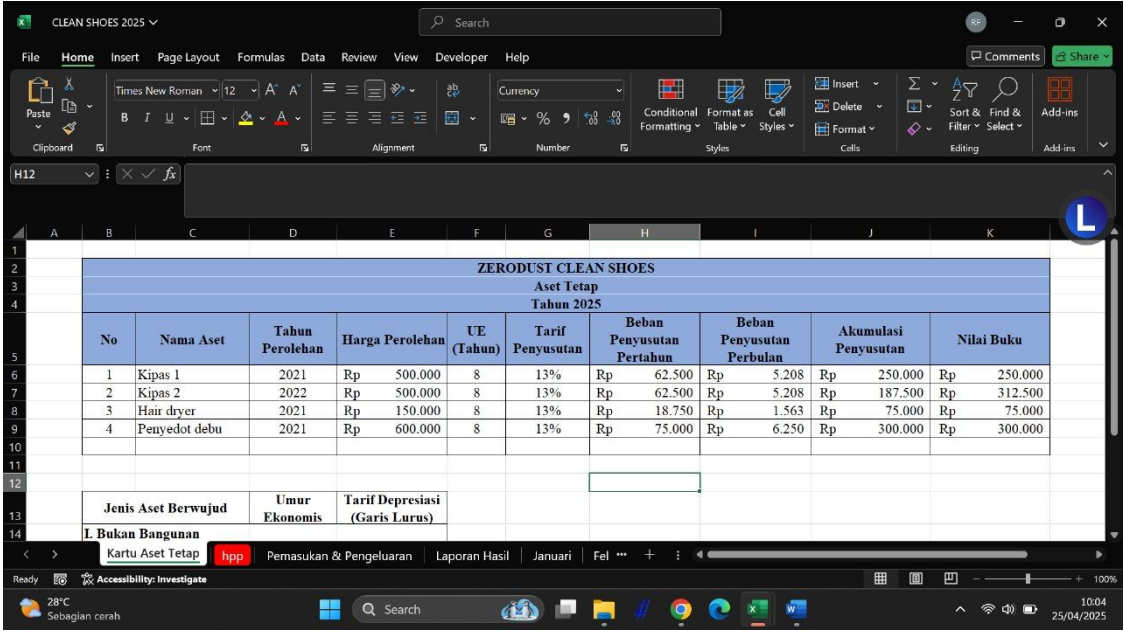
Picture5. Zerodust Cleanshoes Logo and Stickers

Physical evidence at ZeroDust is realized through various simple yet effective aspects. For example, shoes that have been washed are also packaged in a neat plastic ziplock or special bag, and sometimes accompanied by a company logo sticker to strengthen brand identity, such as the image of an X. In addition, Zerodust also presents physical evidence in digital form, such as consistent social media content design, fast and polite responses on WhatsApp, and visual displays of customer testimonials shared. All of this forms the customer perception that Zerodust is a small business that is seriously managed, clean, and trustworthy. Although this business is still micro-scale, the presence of simple but well-conceived physical evidence helps create a positive service experience for customers.

h. Financial records at Zerodust Cleanshoes

The owner of Zerodust Cleanshoes maintains financial records, all of which are recorded in Microsoft Excel. The owner has recorded cash inflows and outflows, equipment records, inventory records, calculated COGS, and recorded estimated expenses for electricity, water, and gasoline. This demonstrates that Zerodust Cleanshoes maintains excellent financial records. Furthermore, financial records are used to view and monitor weekly and monthly orders.

"I usually keep my financial records in Excel. It includes income, expenses, COGS, and costs related to activities and operations. It also records the assets I use for operations. It also helps me keep track of incoming orders and the number of orders each week or month," (Riza, Interview, May 5, 2025).



ZERODUST CLEAN SHOES									
Aset Tetap									
Tahun 2025									
No	Nama Aset	Tahun Perolehan	Harga Perolehan	UE (Tahun)	Tarif Penyusutan	Beban Penyusutan Pertama	Beban Penyusutan Perbulan	Akumulasi Penyusutan	Nilai Buku
1	Kipas 1	2021	Rp 500.000	8	13%	Rp 62.500	Rp 5.208	Rp 250.000	Rp 250.000
2	Kipas 2	2022	Rp 500.000	8	13%	Rp 62.500	Rp 5.208	Rp 187.500	Rp 312.500
3	Hair dryer	2021	Rp 150.000	8	13%	Rp 18.750	Rp 1.563	Rp 75.000	Rp 75.000
4	Penyedot debu	2021	Rp 600.000	8	13%	Rp 75.000	Rp 6.250	Rp 300.000	Rp 300.000
Jenis Aset Berwujud		Umur Ekonomis	Tarif Depresiasi (Garis Lurus)						
I. Bukan Bangunan									

Picture6. Fixed Asset Recording

Usually small businesses run by students make very simple records, but the owner has made very detailed records, one of which can be seen in the fixed asset records in Figure 6. In this figure, it can be seen that the records are made in detail, including information such as economic life, year of acquisition, and depreciation rates.

Marketing Information System Recommendations at Zerodust Cleanshoes

Based on the results of the research and analysis that have been carried out, the author presents several recommendations that are expected to be strategic input for the development of shoe washing service businesses, especially in facing challenges and opportunities in the digital era in 2025. These recommendations are compiled by considering marketing and operational aspects, as well as the use of information technology to increase competitiveness and business sustainability, namely:

1. Customer Loyalty Program

This program is a form of customer loyalty. Every customer who has washed their shoes 10 times at Zerodust Cleanshoes will receive one free shoe wash as a token of appreciation. The goal is to encourage customers to return to Zerodust's services.

2. Zero Rejection

Never refuse a customer even if there is a long queue because it can affect the customer's assessment of the service from Zerodust Cleanshoes, by recruiting workers with a project-like system where the workers only work when there is a long queue.

3. Promotional Voucher

This program is a promotional strategy. By distributing discount vouchers during campus events, Zerodust can attract students. However, the vouchers must be tailored to the owner's financial capabilities to remain profitable.

4. Digital Content

Create engaging and informative content about shoe cleaning. This content can take the form of videos, infographics, or posts featuring shoe care tips, types of shoe cleaning services, or before-and-after photos of your shoes. The goal is to generate interest on social media, increase brand awareness, and educate about the importance of shoe care.

5. Create an official website

To increase the competitiveness of shoe cleaning businesses in the digital era of 2025, business owners need to leverage information technology by creating websites integrated with social media. These websites should include service information and an online ordering system to facilitate customer access and transactions.

CONCLUSION AND SUGGESTIONS

Based on the research findings on Zerodust Cleanshoes, this study aims to describe how this shoe cleaning service is run, focusing on the operational activities, marketing, and financial systems implemented by the business owner. The main findings of this study indicate that Zerodust Cleanshoes has operated quite well despite being small-scale and independently managed by the owner. Despite not having a formal organizational structure, this business has been able to manage shoe and other cleaning services efficiently, and utilize digital and offline marketing to reach customers.

The contribution of this research lies in a deeper understanding of the application of marketing information systems and business management at the MSME level. This research also provides new insights into the importance of implementing effective digital marketing strategies, even in small businesses. In practice, this research provides useful recommendations, such as the creation of an official website and a customer loyalty program, which can improve operational efficiency and business competitiveness in the digital era. Thus, this research not only contributes to the development of digital marketing theory but also provides practical solutions for MSME managers to improve the quality and reach of their businesses. However, this study has several limitations, particularly in terms of its scope and data limited to one small business in Malang. Therefore, further research can be conducted by expanding the sample size or examining more deeply the application of information technology and digital marketing in MSMEs in various other sectors. Future research agendas could include a more in-depth analysis of the impact of digital platform use on MSME performance and a comparative study between various digital marketing models used by similar businesses.

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