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DEVELOPMENT OF DIGITAL-BASED MARKETING STRATEGIES: A CASE STUDY ON FRANCHISEGLOBAL.COM

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Abstract

This study aims to analyze the digital-based marketing strategy implemented by FranchiseGlobal.com in order to increase exposure, market penetration, and brand awareness in the franchise industry. Using qualitative descriptive methods and a case study approach, this study explores digital marketing strategies that utilize big data, digital platforms, and social media to reach potential franchisees. Data were obtained through interviews, documentation, and direct observation of FranchiseGlobal.com's marketing activities. The results of the study indicate that the digital marketing strategy implemented by FranchiseGlobal.com, both in the short, medium, and long term, has succeeded in increasing the number of website visitors and brand awareness, although there are still challenges in expanding penetration into international markets, especially ASEAN. This study concludes that digital-based marketing is a crucial component in developing a franchise business more widely and effectively, and provides recommendations for optimizing the use of big data and technological innovation in future marketing strategies.

Keywords: digital marketing strategy, big data, franchise, market penetration, brand awareness.

Introduction

In today's digital era, the development of information technology has changed many aspects in the business world, including in the franchise industry. FranchiseGlobal.com, as a digital platform that connects franchisors and franchisees, plays an important role in facilitating the growth of the franchise business in Indonesia. By utilizing technology, FranchiseGlobal.com offers a variety of services designed to bring franchise business people together and provide access to a wider range of business opportunities. Despite its great potential, the platform still needs a more targeted digital marketing strategy to increase its competitiveness and market reach both in Indonesia and in the ASEAN region.

Digital-based marketing planning is one of the approaches needed to strengthen brand awareness, attract potential franchisees, and build a stronger franchise business community. FranchiseGlobal.com need to formulate innovative marketing strategies by utilizing big data, digital advertising, and digital asset development in order to compete in the increasingly competitive franchise industry. In addition, there needs to be an integration between digital marketing strategies and direct interaction through offline events such as seminars, business matching, and franchise exhibitions.

Although FranchiseGlobal.com has started to build its digital presence, the company faces several challenges in developing a digital-based marketing strategy. The main challenges faced include increasing market exposure and penetration through digital platforms in the franchise industry, optimizing the use of big data to attract more visitors

and potential franchisees, and efforts to strengthen brand awareness and digital reputation in the midst of fierce competition. In addition, the company also faces challenges in expanding into international markets, especially in the ASEAN region, by utilizing effective digital marketing strategies. This problem requires integrated marketing planning and focuses on optimizing digital strategies to support FranchiseGlobal.com growth.

A lot of research related to digital marketing strategies has been conducted, especially in the context of digital platforms and the franchise industry. Kotler & Keller (2016) in Marketing Management emphasizes the importance of digital-based marketing in expanding market reach and strengthening relationships with customers. In addition, research by Chaffey & Ellis-Chadwick (2019) in Digital Marketing: Strategy, Implementation and Practice states that the use of big data and social media-based marketing can increase interaction with potential customers and build brand loyalty. In the franchise sector, research by Rohayani (2018) shows that digital platforms can be an effective means to bring together franchisors and franchisees, but the success is highly dependent on the marketing strategy used. However, specific studies focusing on the development of digital-based marketing strategies on franchise platforms are still limited. Therefore, this study makes a new contribution by examining in depth the strategies applied by FranchiseGlobal.com in the context of the franchise industry in Indonesia and ASEAN.

This research is important because it fills the literature gap related to digital marketing strategies in the franchise industry, especially in Indonesia. In the midst of rapid technological development, digital-based marketing is the main key for companies engaged in B2B (Business to Business), such as FranchiseGlobal.com, to be able to compete effectively in local and international markets. This research also offers novelty in the context of the use of big data, marketing through digital platforms, and sustainable franchise community development through marketing based on online and offline interactions.

With this research, FranchiseGlobal.com is expected to be able to develop a more directed, innovative, and effective digital marketing strategy to increase exposure, attract more potential franchisees, and expand the market to the ASEAN level.

The purpose of this study is to analyze the digital-based marketing strategies implemented by FranchiseGlobal.com in an effort to increase market exposure and penetration in the franchise industry. This research aims to identify how the digital marketing strategy implemented by FranchiseGlobal.com is able to utilize big data and various digital platforms to reach potential franchisees, as well as optimize brand awareness. In addition, this study also aims to evaluate the effectiveness of marketing campaigns carried out online and offline in building franchise communities and expanding market reach, both in Indonesia and in the ASEAN region. With this analysis, it is hoped that more effective and innovative strategies can be found to help FranchiseGlobal.com grow their business in a wider market. This research is expected to make a real contribution to the development of FranchiseGlobal.com marketing strategies and help companies in achieving their business goals effectively.

Research Methods

This study uses a qualitative descriptive method with a case study approach in FranchiseGlobal.com. This method was chosen to gain a deep understanding of the digital-based marketing strategies implemented by the company. The case study approach allows researchers to comprehensively analyze the process of planning, implementing, and evaluating digital marketing strategies in FranchiseGlobal.com. The data used in this study consists of primary and secondary data. Primary data is obtained through in-depth interviews and observations related to the company's marketing strategy, while secondary data is collected from internal company documents, industry publications, and literature related to digital marketing and big data.

Data collection is carried out through several techniques. First, a semi-structured interview with marketing management and the digital marketing FranchiseGlobal.com team, aimed at digging up information about marketing strategies, the use of big data, and expansion plans to the ASEAN market. Second, documentation in the form of internal reports related to website performance, social media, and marketing campaigns is analyzed to evaluate the effectiveness of the marketing mix. Third, observations are made to monitor the implementation of digital marketing and FranchiseGlobal.com interactions with customers through digital platforms.

The collected data was analyzed using qualitative methods through the stages of data reduction, data presentation, and conclusion drawn. The data is reduced to focus on relevant information, then presented in the form of narratives and visualizations such as tables and graphs to illustrate important patterns in marketing strategies. Conclusions are drawn by comparing the results of interviews, observations, and documentation to ensure the validity of the information. To ensure the accuracy of the data, this study uses a triangulation technique, where the results from various data sources are compared to obtain more objective results. With this comprehensive approach, the research is expected to provide in-depth and relevant analysis for the development of digital-based marketing strategies in FranchiseGlobal.com.

Results and Discussion



Figure 1. FranchiseGlobal.com Marketing Framework

Table 1. Marketing Objectives and Objectives of FranchiseGlobal.com

Marketing Objectives	Marketing Goals
Short-term (0-2 Years)	
Launching a Technology System in the form of a Website to increase exposure, penetration and market potential FranchiseGlobal.com in the franchise & business opportunity industry.	Providing convenience to customers with data protection (layered security on the website). Introducing the FranchiseGlobal.com website to 10,000 potential parties. Utilizing Big Data owned by FranchiseGlobal.com so that exposure can be maximized. Providing free access to see franchises that have been registered on the FranchiseGlobal.com
Quality and effective online and print advertising optimization focuses on potential franchise partner data.	Incorporate 500 *brands* from franchise owners into FranchiseGlobal.com website. Publish the latest Business Opportunity-related content needed by potential investors
Target the growth of the number of advertisers and the number of visitors FranchiseGlobal.com. 20% of current data.	Increase the number of website visitors FranchiseGlobal.com with a target of 3000 people per day. Maximizing and improving customer relations that have been built so far by carrying out massive marketing activities. Providing knowledge, understanding and insight into franchises & business opportunities through various seminars, conferences, communities and business matching activities Providing free webinars on how to analyze and choose a franchise that suits the needs of prospective franchisees.
Building a community of franchise business people & business opportunities	Creating new entrepreneurs or franchisees/partners through franchise opportunities and business opportunities every year
Building brand reputation with quality online media, excellent service and increasing digital brand awareness.	Make a press release related to the achievements of FranchiseGlobal.com in terms of brand reputation, service quality so that it can grow a good brand reputation from franchisees. Marketing through other popular websites and social media with high traffic.
Medium Term (2-4 Years)	
Giving appreciation and awards to franchise business people & business opportunities at the summit.	Providing the latest reviews and news from each franchise brand listed on FranchiseGlobal.com.
Optimization of Big data management in managing the database of potential franchise partners by forming an investor club community.	To be a forum to bring together and provide solutions to franchisors and franchisees. Managed to get more than 5000 franchise owners/business opportunities who joined the FranchiseGlobal.com website.
Marketing business matching activity programs periodically, both online and offline with a target audience of potential franchise partner candidates.	Managed to get more than 5000 franchise owners/business opportunities who joined the FranchiseGlobal.com website

Marketing Objectives	Marketing Goals
Increase digital assets such as the number of website traffic, traffic quality, social media reach, number of video channel views.	Become a franchise platform known by more than 20,000 prospective franchisees/business opportunity owners. It is a franchise platform that is always visited by franchisees who want to find business opportunities, so that the content published on the website will add to the digital assets owned by FranchiseGlobal.com.
Long-term (4-5 Years)	
Exploring and opening the international franchise market network focusing on ASEAN countries.	It has become the number 1 website platform in Indonesia as a category of franchise and *business opportunity* information providers with various types of interconnected services Penetrating the ASEAN market to be able to help franchisees have business opportunities outside Indonesia.
Giving appreciation and awards to franchise business actors & business opportunities at the summit activities at the ASEAN level.	Creating Business summit activities at the ASEAN level to give appreciation to the best brands in ASEAN. Conducting a review of Business opportunities in the ASEAN market so that FranchiseGlobal.com can open opportunities for wider market penetration.
Marketing a virtual business matching activity program that brings together ASEAN franchise business people with prospective Indonesian franchise buyers.	Connecting the Indonesian market with franchisees & business opportunities from ASEAN countries.
Marketing a virtual business matching activity program that brings together ASEAN franchise business people with prospective Indonesian franchise buyers.	Establish communication with representatives of ASEAN countries so that business cooperation can be formed between FranchiseGlobal.com and the ASEAN market.
Become a media partner of franchise exhibitions at the global level.	Able to provide recommendations for the best business opportunities in ASEAN to be owned by franchisees from Indonesia

(Source : Author, 2024)

Table 2. Segmenting Platform FranchiGlobal.com

	FranchiseGlobal.com Market Segmentation Business Sectors	Range Franchise
1	Fast Food	**100.000.000 - > 1.000.000.000**
2	Mini Market	
3	Ritail	
4	Cafe	
5	Laundry	

(Source : Author, 2024)

Table 3. Projection of FranchiseGlobal.com website users

Description	User
Franchisors/franchise business owners who include their brands on the FranchiseGlobal.com website	Total Business Opportunity 1.009 BO (Business Opportunity)
Franchisees/prospective business partners (franchisees) who access the FranchiseGlobal.com website	Traffic Visitor 1.500.000/tahun Potensi Franchisee : 25.000

(Source : Author, 2024)

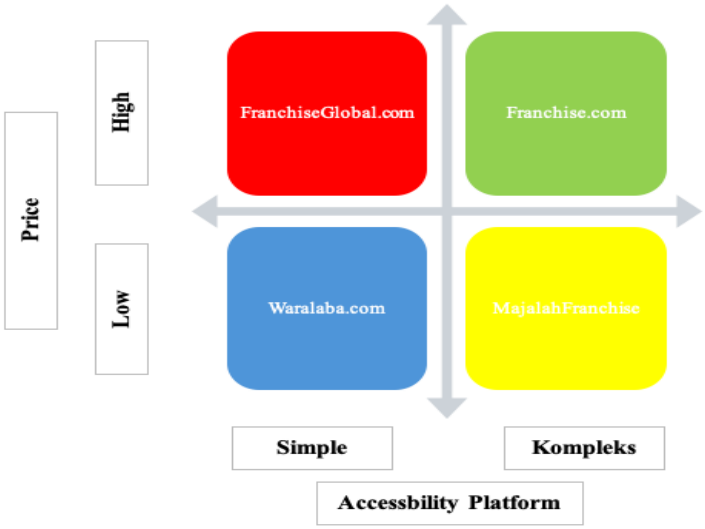


Figure 2. Positioning FranchiseGlobal.com
(Source : Author, 2024)

The platform has features that are easily accessible with an easy-to-use UI/UX so that even ordinary users can easily browse FranchiseGlobal.com platform. In terms of the price of the franchise unit offered, because this is related to the B2B franchise business where the unit price offered is higher than other franchise companies that offer the type of business in general.

Table 4. Sales Activities FranchiseGlobal.com

Activity	Explanation	Strategy
Short term 0-2 years		
Building Brand Awareness	Actively conducting marketing campaigns on other websites and also on social media	- Choosing a website with high visitor traffic -Choosing the right and appropriate social media to place advertisements- Regularly writing educational articles from franchise consultants and releasing updated information about franchises -Choosing the right celebrity endorsements according to the character of FranchiseGlobal.com - Participating in franchise events that can have the opportunity to introduce FranchiseGlobal.com

Activity	Explanation	Strategy
Establishing a Good Relationship with Franchisors	-Building good relationships with franchisors/franchisees and with franchisees/potential business partners who will buy franchises	- Actively communicate both offline and online to franchisors and franchisees -Help write interesting news articles about the brand of the franchisor's business -Include the brands offered by franchisors and business opportunity owners in the list of business owners on the website FranchiseGlobal.com- Provide free consultations to franchisors/franchisees and franchisees/prospective franchise partners who want to buy franchises- Create a business community that relates to franchises, for example, the MSME community, and so on - Holding free webinars with interesting themes around franchises
Generating Revenue (Sales Revenue)	- Attract franchisors/business opportunity owners to place advertisements on FranchiseGlobal.com websites	- Providing attractive offers and additional services for franchisors who want to advertise on the FranchiseGlobal.com website - Providing a special bonus for advertorial articles for franchisors who place advertisements - Providing free 1 hour of business consultation with an expert franchise consultant
Become a Franchise Sales Liaison / Business Opportunity (Utilizing Big Data owned by FranchiseGlobal.com)	- Provide consistent offers to prospective franchisees/potential partners to buy franchises through the FranchiseGlobal.com website	- Providing education and knowledge of franchise business and its benefits to prospective franchisees -Continue to look for franchisors who want to include their brand in the FranchiseGlobal.com website, so that the existing franchise brand is more complete and varied.
Medium Term 2-4 years		
Strengthening Cooperation with Franchisors/Franchisees	- Building deeper relationships to create better boundaries	- Providing education to manage the franchisee's brand franchise, so that the business grows and becomes even better - Holding a Customer Gathering between FranchiseGlobal.com and franchisors who have been registered on the website, so that a stronger relationship is established -Providing free training classes to franchisors/business opportunity owners
Building Cooperation with Franchise Associations	- Take part in events created by franchise associations	- Introducing more about the FranchiseGlobal.com website, so that later they can synergize together - Talking in more detail about the cooperation between franchise businesses in the association, so that mutually beneficial cooperation can be created.
Long Term 4-5 years		

Activity	Explanation	Strategy
Expanding Business into the ASEAN market	- Think about other business developments that are trending and have the potential to be a company's profit	- Think about other business developments that are trending and have the potential to be a company's profit

(Source : Author, 2024)

Table 5. Sales and Marketing Team FranchiseGlobal.com Year 1 to 5

	Sales	Content Creator	Marketing
	Short Term to Long Term		
Main responsibility	1. Study and analyze the target market share of FranchiseGlobal.com	1. Create *a content plan* and *copywriting* on social media.	1. Analyze data and information about FranchiseGlobal.com marketing targets to help companies make the right business decisions in the future.
	2. Develop and plan marketing strategies.	2. Analyze and target ads according to FranchiseGloba.com market segments	2. Retargeting
	3. Understand the process procedure of a franchise business.	3. Conduct marketing analysis on social media to find out the success of the ads received	3. Conduct analysis to add to the power of Big Data that you already have.
	4. Promote Franchise Global.com platform according to a predetermined market segment.	4. Create a digital marketing campaign	
	5. Building *networking* with stakeholders	5. Building *networking* with stakeholders.	
	6. Meet sales targets.	6. Improving Digital Assets	
End Goals	Becoming the largest and most trusted franchise website in Indonesia and the ASEAN market in the 5th year in the long-term target.	Creating *brand awareness*, *posts* on social media reach reach more than 5 million people in year 5 at the long-term target	Companies can determine opportunities and problems that occur, as well as to improve product marketing.
			2. Increase turnover by optimizing marketing campaigns.

(Source : Author, 2024)

Item	Parameter					2024	2025	2026	2027	2028
Variable Expenditures						-	-	-	-	-
Marketing Ads					/installed user	-	-	-	-	-
Media Partner	10%					85.600.000	155.150.000	181.900.000	214.000.000	256.800.000
Promotion	5%					56.800.000	101.175.000	122.475.000	145.550.000	173.950.000
In App Purchase - Subscription						-	-	-	-	-
Total Expenditures						**142.400.000**	**256.325.000**	**304.375.000**	**359.550.000**	**430.750.000**
Accumulated Expenditure Value										
Pengeluaran Variabel						-	-	-	-	-
Media Partner	10%					-	-	100.000.000	125.000.000	200.000.000
Media Partner	10%					96.000.000	72.000.000	207.000.000	246.000.000	294.000.000
IG Ads	10%					39.600.000	29.700.000	85.536.000	102.633.300	123.156.000
Total Expenditures						135.600.000	101.700.000	392.536.000	473.633.300	617.156.000

Figure 3. Sales Budget FranchiseGlobal.com
(Source : Author, 2024)

Table 6. Sales Assumption FranchiseGlobal.com

Years	Assumption
Years 0-1	During this time, the company focuses on building applications and IT infrastructure, recruiting employees, building *social media*, and preparing operations.
	Starting aggressive promotion through *websites*, *social media* and *campaigns* using *influencers*, branding, as well as finding *assessor* partners and holding training.
	FranchiseGlobal.com start earning revenue from OMP (Official Media Partner), Member Advertising Revenue (Gold, Silver and Listing), PR Publications, and Subscribers in the first year.
	Improving the company's Branding Image by educating consumers.
	The number of *website traffic* began to increase, there began to be potential investors as many as 1,500,000/year and this is Big Data owned by FranchiseGlobal.com
Years 2	Starting aggressive promotion through *websites*, *social media* and *campaigns* using *influencers*, branding, as well as finding *assessor* partners and holding training.
	The FranchiseGlobal.com platform has 1,800,000 visitors/year (an increase at a target of 20% every year)
	FranchiseGlobal.com began to earn revenue from OMP (Official Media Partner), Member Advertising Revenue (Gold, Silver and Listing), PR Publications, and Subscribers in the second year which increased by 20% from the first year.
	FranchiseGlobal.com began to earn revenue from OMP (Official Media Partner), Member Advertising Revenue (Gold, Silver and Listing), PR Publications, and Subscribers in the second year which increased by 20% from the first year.
Years 3	Starting aggressive promotions through *websites*, *social media* and *campaigns* using *influencers*, branding, as well as finding *assessor* partners and holding training..
	FranchiseGlobal.com platform has 2,200,000 visitors/year (increase at the target of 20% every year)
	FranchiseGlobal.com began to get revenue from OMP (Official Media Partner), Member Advertising Revenue (Gold, Silver and Listing), PR Publications, and Subscribers in the third year which increased by 20% from the second year, and in the third year has earned revenue from Business Matching carried out this year.
	The number of *website traffic* began to increase, there began to be potential investors as many as 2,200,000/year and this is Big Data owned by FranchiseGlobal.com
Years 4	This year, FranchiseGlobal.com has become the largest and most trusted portal/website in Indonesia and is starting to prepare to penetrate the global market (ASEAN Market).
	FranchiseGlobal.com platform has 2,650,000 visitors/year (an increase in the target of 20% every year)
	FranchiseGlobal.com began to get revenue from OMP (Official Media Partner), Member Advertising Revenue (Gold, Silver and Listing), PR Publications, and Subscribers in the fourth year which increased by 20% from the third year, and in the third year has earned revenue from Business Matching carried out this year.

Years	Assumption
	The number of *website traffic* began to increase, there began to be potential investors as many as 2,650,000/year and this is Big Data owned by FranchiseGlobal.com
Years 5	This year, FranchiseGlobal.com has entered the ASEAN market and is trying to establish cooperation with Franchises in ASEAN.
	Creating an international standard event to be able to take the market in ASEAN.
	Doing Business Matching on an international scale, where it can bring together international business owners with Indonesian investors to be able to conduct business transactions, or vice versa.

(Source : Author, 2024)

Transaksi - Pendapatan	YEAR 1	YEAR 2	YEAR 3	YEAR 4
OMP (Official Media Patrner)	856.000.000	1.551.500.000	1.819.000.000	2.140.000.000
Gold Member	1.136.000.000	2.023.500.000	2.449.500.000	2.911.000.000
Silver Member	960.000.000	1.710.000.000	2.040.000.000	2.430.000.000
Listing Member	240.000.000	432.000.000	519.000.000	618.000.000
Official Media Partner International	-	-	-	-
Gold Member International	-	-	-	214.000.000
Silver Member International	-	-	-	140.000.000
Listing Member International	-	-	-	120.000.000
Seminar, Awarding & Sponsor	-	-	1.000.000.000	1.250.000.000
PR Publikasi	960.000.000	720.000.000	2.070.000.000	2.460.000.000
Subcribe	396.000.000	297.000.000	855.360.000	1.026.333.000
Business Matching On/Off	-	-	900.000.000	1.050.000.000
Seminar, Awarding & Sponsor	-	-	-	250.000.000
Business Matching On/Off	-	-	-	150.000.000
TOTAL INCOME	**4.548.000.000**	**6.734.000.000**	**11.652.860.000**	**14.759.333.000**

Figure 4. Sales Plan FranchiseGlobal.com
(Source : Author, 2024)





Figure 5 Advertising, Member and Seminar Revenue FranchiseGlobal.com
(Source : Author, 2024)

REVENUE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
REVENUE					
Advertising Revenue	3.192.000.000	5.717.000.000	6.827.500.000	8.099.000.000	9.698.000.000
Event Revenue	960.000.000	720.000.000	3.070.000.000	3.710.000.000	4.940.000.000
Visitor Income	396.000.000	297.000.000	855.360.000	1.026.333.000	1.231.560.000
Business Matching Revenue	-	-	900.000.000	1.050.000.000	1.350.000.000
International Advertising Revenue	-	-	-	474.000.000	3.042.000.000
Business Matching International Revenue	-	-	-	150.000.000	150.000.000
International Event Revenue	-	-	-	250.000.000	250.000.000
TOTAL	**4.548.000.000**	**6.734.000.000**	**11.652.860.000**	**14.759.333.000**	**20.661.560.000**
EXPENDITURES	**Tahun Ke 1**	**Tahun Ke 2**	**Tahun Ke 3**	**Tahun Ke 4**	**Tahun Ke 5**
COGS					
Promotion Costs	181.600.000	227.150.000	388.900.000	460.000.000	550.800.000
Event Costs	-	-	100.000.000	125.000.000	200.000.000
Visitor Costs	-	-	-	-	-
Business Matching Costs	39.600.000	29.700.000	85.536.000	102.633.300	123.156.000
Marketing Costs	56.800.000	101.175.000	122.475.000	145.550.000	173.950.000
Marketing Adm.					
Operational	150.000.000	157.500.000	170.625.000	190.575.000	209.632.500
TOTAL	**428.000.000**	**515.525.000**	**867.536.000**	**1.023.758.300**	**1.257.538.500**
Net Marketing Contribution (Total Sales Revenue-Total Marketing & Sales Expenses)					
Net Marketing Contribution	**4.120.000.000**	**6.218.475.000**	**10.785.324.000**	**13.735.574.700**	**19.404.021.500**

Figure 6. Net Marketing Contribution (NMC) FranchiseGlobal.com
(Source : Author, 2024)

This Research Examine the digital-based marketing strategies implemented by FranchiseGlobal.com in order to increase exposure, market penetration, and brand awareness. Based on the results of interviews, documentation, and observations, FranchiseGlobal.com has leveraged various digital marketing strategies that focus on the use of technology, big data management, and optimization of social media and websites as the main platform to reach potential customers. The results of the study show that FranchiseGlobal.com divides its marketing goals into several stages, namely short-term, medium-term, and long-term (Fahrizal et.al 2022).

In the short-term stage (0-2 years), FranchiseGlobal.com main goal is to increase exposure by launching a website that is safe and easily accessible to users. This platform is designed to provide free access to franchise information to potential partners. FranchiseGlobal.com also utilizes its big data to maximize exposure and make it easier for prospective franchisees to find a franchise business that suits their needs. In addition, the company focuses on increasing the number of advertisers and website visitors with a target of 3,000 visitors per day, as well as strengthening relationships with customers through various online and offline marketing activities. In this case, the optimization of online advertising and quality content is the key to attracting visitors and increasing the number of brand franchises registered on the website (Ismail et.al., 2022).

In the medium term (2-4 years), the strategy FranchiseGlobal.com shifted towards big data and community management. By forming an investor club and marketing a program of business matching activities, FranchiseGlobal.com aims to strengthen the relationship between franchisors and franchisees. The company is also trying to increase digital assets, such as the number of website traffic, the number of reach on social media, and the number of video channel views. The data obtained from the digital platform is used to create new franchise opportunities and provide reviews and the latest information about the franchise business in Indonesia. At this stage, the importance of optimizing big data management is one of the priorities, because it can support the achievement of more effective and targeted marketing targets.

In the long-term stage (4-5 years), FranchiseGlobal.com has a vision to penetrate the international market, especially in the ASEAN region. The marketing strategy at this stage focuses on building a reputation as a leading franchise platform in Indonesia and

expanding its reach to ASEAN countries. FranchiseGlobal.com plans to hold events such as business summits and virtual business matching to bring together franchise business people from ASEAN with potential franchise buyers from Indonesia. In addition, the company targets to become a media partner in the global franchise exhibition, which can expand exposure and create business opportunities outside Indonesia.

In terms of segmentation, targeting, and positioning, FranchiseGlobal.com focuses on prospective franchise business partners and business actors engaged in the fast food, retail, café, laundry, and mini market sectors, with an investment range between IDR 100,000,000 to more than IDR 1,000,000,000. This platform targets entrepreneurs, civil servants, private employees, and sectors that have the potential to become franchise investors. This strategy aims to maximize the number of website visitors and connect franchisors with the right potential franchisees.

As for the marketing mix, FranchiseGlobal.com uses the NICE (Networking, Interaction, Common Interest, Experience) approach. Networking is carried out through franchise exhibitions and seminars, while interaction is built through interactive events and direct consulting services on the website (Rachmawati et. al., 2021).. Common interest is created by providing free access for franchise business owners to enter their data on the website, and the experience is strengthened by providing a user-friendly platform for users. This strategy helps FranchiseGlobal.com build a stronger franchise community and expand their business network effectively.

Based on the results of the research, the digital-based marketing strategies implemented FranchiseGlobal.com show great potential in increasing exposure and attracting potential franchisees. The use of big data and digital marketing has helped companies to maximize interaction with customers and expand marketing reach. However, there are still some challenges, especially in building brand awareness in the international market and ensuring effective penetration in the ASEAN region. The success of this strategy is highly dependent on the company's ability to manage big data more effectively and strengthen relationships with the franchise community (Rogaya et.al., 2023).

In terms of developing digital-based marketing strategies, FranchiseGlobal.com need to continue to optimize digital content, improve the quality of websites and social media, and strengthen interaction with prospective franchisees through online and offline activities. In addition, the expansion strategy into the ASEAN market requires a more targeted marketing approach and collaboration with international partners to strengthen its position in the global market. In conclusion, the digital-based marketing strategy implemented FranchiseGlobal.com has been running well, but it needs to be improved, especially in terms of technological innovation and data management to support long-term growth.

Conclusion

Based on the results of the research, it can be concluded that the digital-based marketing strategy implemented by FranchiseGlobal.com has had a positive impact in increasing market exposure and penetration. Through the use of big data, website optimization, and the use of social media, FranchiseGlobal.com is able to increase the number of visitors and strengthen brand awareness in the Indonesian franchise market. In addition, marketing strategies that involve offline events such as seminars and business matching are also effective in building a stronger franchise community.

However, there are challenges that must be faced by FranchiseGlobal.com, especially in terms of penetration into the international market, especially ASEAN. Success in the local market needs to be expanded by strengthening cooperation with international partners and implementing a more targeted digital marketing strategy for the ASEAN region. This research suggests that FranchiseGlobal.com continue to develop technological innovations and maximize the use of big data to support their business expansion. With the right measures, FranchiseGlobal.com has great potential to become a leading franchise platform, both at the national and international levels.

The conclusion describes the answer to the hypothesis and/or the purpose of the research or scientific findings obtained. The conclusion does not contain a repetition of the results and discussions, but rather a summary of the findings as expected in the objective or hypothesis. If necessary, at the end of the conclusion can also be written the things that will be done related to the next idea of the research.

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