



## **Optimizing Google Ads and Social Media as a Digital Marketing Strategy Integrated in Increasing the Competitiveness of Fashion MSMEs**

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**Abstract**

**Background:** Digital transformation demands that fashion MSMEs (Micro, Small, and Medium Enterprises) adopt integrated multi-platform marketing strategies to remain competitive. Despite widespread social media use, many MSMEs struggle to leverage digital tools effectively.

**Objective:** This study aims to develop the Google Ads and Social Media Optimization Framework for Fashion SMEs (GAOF-FS 2.0), providing a strategic tool for MSMEs in Cirebon to optimize their digital marketing efforts and integrate various platforms.

**Method:** The study used a Design Science Research approach involving thirty fashion MSMEs in Cirebon. A mixed-methods methodology was employed, including surveys, in-depth interviews, and focus group discussions to gather insights on current digital marketing practices and challenges.

**Results:** The findings revealed a significant knowledge gap. While 90% of MSMEs are active on social media, more than three-quarters struggle with integrated digital marketing. Fewer than 5% utilize Google Ads, and only a small portion strategically use Facebook Ads or Instagram Ads. The developed framework integrates five core modules: strategic planning, social media integration, Google Ads campaigns, budget management, and performance monitoring. Validation by six experts and fifteen MSME practitioners showed high acceptance, with scores exceeding 85% across all evaluation dimensions.

**Conclusion:** The study introduces an innovative GAPS-S metric to simplify multi-platform analytics for MSMEs. The academic contribution includes a locally context-based adaptive model, while the practical contribution offers an operational toolkit for MSMEs with limited digital literacy. This framework bridges the gap between digital presence and strategic utilization, enhancing competitiveness in the e-commerce ecosystem.

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### **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) are vital to Indonesia's economy, contributing 61.07% to GDP and employing 97% of the workforce. The fashion sector plays a significant role, with exports projected to reach USD 8.2 billion in 2023. However, fashion MSMEs face increasing competition, especially from international brands using structured multi-platform digital marketing strategies (Azis et al., 2025; Bian, 2022). In Cirebon City, home to 1,247 fashion MSMEs, 85% are in the batik sector. Although 64.2% of MSMEs are digitally connected and 89.7% have a social media presence, only 19.7% implement structured digital marketing strategies, and just 13.5% use paid advertising platforms like Google Ads (Basuki & Hidayat, 2024; Koesharijadi et al., 2022). This gap between digital presence and strategic utilization has contributed to a

decline in revenue by 18.2% over the past two years, despite a national increase in online fashion shopping (Bawono et al., 2025).

Online fashion consumer behavior in Indonesia exhibits a multi-touchpoint pattern in their purchasing journey (Kannan, 2017). Research on Indonesian online fashion consumer behavior reveals a multi-touchpoint purchasing pattern, with 78.3% conducting product research via Google Search and 82.5% seeking inspiration on social media (Dwivedi et al., 2021; Huda et al., 2025). These findings highlight the need for MSMEs to integrate Google Ads with social media strategies, creating a cohesive digital marketing ecosystem. Google Ads holds a 93.7% share of the search engine market in Indonesia, with a 3.75% conversion rate for the fashion sector, offering significant consumer engagement opportunities. Social media platforms, with 191.4 million active users, are ideal for building brand awareness and community (Rizkita et al., 2025; Tuten, 2023).

A systematic literature review reveals several significant research gaps. First, most previous studies focus on a single-platform approach without exploring the synergies of multi-platform integration (Schrieck et al., 2024). For example, while research by Pengabean (2025) and Lubis (2025) demonstrates the effectiveness of individual platforms, none integrate Google Ads and social media marketing for MSMEs in Indonesia. Second, existing research tends to be theoretical without providing practical operational frameworks for MSMEs with limited digital literacy Rahardja (2022) and Rahayu (2024), whereas the current study addresses this by developing an actionable framework. Third, frameworks from developed countries, such as those seen in studies by Rachmawati (2022) and Liliana (2025), do not consider the unique characteristics of Indonesian MSMEs, such as the batik sector. Fourth, there is a lack of research using Design Science Research to develop validated, comprehensive artifacts (Peffer et al., 2007). Fifth, no research has developed a framework that integrates Google Ads and social media marketing specifically tailored to Indonesian fashion MSMEs (Koesharijadi et al., 2022).

This study addresses key research gaps: a lack of multi-platform integration, theoretical frameworks without practical application, and frameworks developed for developed countries that do not accommodate the unique characteristics of Indonesian fashion MSMEs, such as batik. Additionally, there is a scarcity of studies using Design Science Research to develop validated artifacts. The study aims to develop an adaptive Google Ads and social media optimization framework (GAOF-FS 2.0) tailored to Indonesian fashion MSMEs, validated through expert judgment and user testing, and to provide a practical operational guide for implementing integrated digital marketing strategies.

This research provides theoretical benefits in the form of contributions to the development of the body of knowledge in the field of digital marketing for MSMEs through the integration of technology adoption theory, digital marketing strategy, and SME development. This research also develops a new metric GAPS-S (Google Ads Performance Score - Social) as a composite indicator that simplifies the complexity of multi-platform analytics. Practical benefits include a ready-to-use operational framework to improve the effectiveness of MSME digital marketing, an efficient cross-platform budget allocation strategy, a comprehensive toolkit for practitioners and consultants, and a basis for developing capacity building programs for MSME empowerment institutions.

## METHOD

This research adopted the Design Science Research (DSR) paradigm, which is oriented towards developing artifacts to solve practical problems. DSR was chosen because it aligns with the goal of developing a theoretically sound yet practically applicable framework (Peffer et al., 2007). This paradigm has dual-objective characteristics including rigor (theoretical contribution) and relevance (practical utility), in accordance with the need to produce a framework with a strong academic foundation but easy to implement by practitioners with limited digital literacy (Peffer et al., 2007).

A mixed-method approach was used to gain a comprehensive understanding. Quantitative methods through structured surveys identified common patterns and measured the prevalence of problems, while qualitative methods through in-depth interviews and Focus Group Discussions explored contextual insights. This combination enabled data triangulation that strengthened the validity of the findings and provided a holistic perspective on the needs of MSMEs in multi-

platform digital marketing (Dwivedi et al., 2020).

The research was conducted in four stages based on the DSR framework (Peppers et al., 2007). The first stage, problem identification and motivation (months 1-2), focused on identifying real problems of MSMEs in multi-platform digital marketing through systematic literature studies, surveys of 30 Cirebon fashion MSMEs, in-depth interviews with 10 MSME owners, interviews with 3 digital marketing practitioners (Google Ads specialist, social media strategist, and integrated marketing consultant), digital marketing SWOT analysis, and social media audits to analyze current performance (Koesharijadi et al., 2022; Tuten, 2023).

The second stage, design and development of artifact (months 3-5), is the design of the GAOF-FS 2.0 framework using the principles of user-centered design and iterative refinement. Activities include designing an integrated framework architecture with a multi-platform modular approach, developing a Social Media Integration Module with a content calendar template, developing a Cross-Platform Budget Allocation Model, compiling templates and supporting tools, developing an integrated analytics dashboard prototype and creating a content library with visual templates for social media ads.

The third stage, demonstration and validation (months 6-7), was conducted through two complementary approaches. Expert validation involved 6 experts (3 academics and 3 practitioners) to assess the framework based on relevance, technical feasibility, completeness, integration effectiveness, and potential impact using a Likert scale of 1-5. User testing through FGDs with 15 MSME owners evaluated usability, perceived usefulness, ease of use, integration feasibility, and intention to use using the Extended Technology Acceptance Model with the additional construct of perceived integration value (Voorveld et al., 2018).

The fourth stage, refinement and documentation (month 8), is the finalization based on validation feedback including framework refinement, documentation finalization, preparation of implementation guidelines with step-by-step instructions, development of video tutorials, and preparation of materials for training programs.

The research subjects were 30 fashion MSMEs in Cirebon City selected by purposive sampling with the following criteria: operating for at least 2 years, focusing on local fashion or batik products, having internet access and being active on at least 1 social media platform, having a minimum turnover of IDR 5 million per month, and being willing to participate actively. Expert validation involved 6 experts with the following criteria: a minimum of a Masters degree, more than 5 years of relevant experience (at least 2 experts must have expertise in social media marketing), and having publications or a verifiable track record of professional practice.

The research instruments consisted of a survey questionnaire (validity 0.81 and Cronbach Alpha reliability 0.88), a semi-structured interview guide, an expert validation instrument with 5 dimensions and 25 indicators, a user testing questionnaire based on the Extended TAM, and a social media analytics template. Quantitative analysis used descriptive statistics and the Content Validity Ratio (CVR), while qualitative analysis used thematic analysis with a predetermined coding framework and emergent themes. Triangulation was conducted by comparing findings from various data sources to strengthen the validity of the conclusions.

## RESULTS AND DISCUSSION

### Result

#### Profile and Gap Analysis of Fashion MSMEs

A survey of 30 Cirebon fashion MSMEs revealed a characteristic profile that reflects the real conditions of this sector. Table 1 shows that in terms of business duration, 43.3% have been operating for 2-5 years, 36.7% have been operating for 6-10 years, and 20% have been operating for more than 10 years. The product types are dominated by batik (60%), modern fashion (23.3%), and mixed products (16.7%). The distribution of turnover shows that 53.3% of MSMEs have a turnover below IDR 10 million per month, 33.3% range from IDR 10-25 million, and 13.4% above IDR 25 million, indicating that the majority are classified as micro and small enterprises with limited financial resources. The education level of owners is dominated by high school/vocational school graduates (56.7%), D3/S1 (40%), and S2 (3.3%), which has implications for digital literacy and technological adaptability.

**Table 1.** Characteristics Profile of Respondents' Fashion MSMEs

| Characteristics        | Category                      | n (%)         |
|------------------------|-------------------------------|---------------|
| Length of Business     | 2-5 years                     | 13<br>(43.3%) |
|                        | 6-10 years                    | 11<br>(36.7%) |
|                        | >10 years                     | 6 (20.0%)     |
| Types of products      | Batik                         | 18<br>(60.0%) |
|                        | Modern fashion                | 7 (23.3%)     |
|                        | Mixed                         | 5 (16.7%)     |
| Turnover/Month         | <Rp 10 million                | 16<br>(53.3%) |
|                        | Rp. 10-25 million             | 10<br>(33.3%) |
|                        | >Rp 25 million                | 4 (13.4%)     |
| Level of education     | High School/Vocational School | 17<br>(56.7%) |
|                        | D3/S1                         | 12<br>(40.0%) |
|                        | S2                            | 1 (3.3%)      |
| Social Media Ownership | WhatsApp Business             | 28<br>(93.3%) |
|                        | Instagram                     | 27<br>(90.0%) |
|                        | Facebook                      | 24<br>(80.0%) |
|                        | Marketplace                   | 26<br>(86.7%) |
|                        | TikTok                        | 15<br>(50.0%) |

Source: Primary Data (2025)

Social media penetration shows high figures with WhatsApp Business (93.3%), Instagram (90%), marketplace (86.7%), Facebook (80%), and TikTok (50%) (Tuten, 2023). The high penetration of WhatsApp Business and Instagram shows that MSMEs are aware of the importance of direct communication with customers and visual branding. TikTok adoption reaching 50% indicates awareness of emerging platforms, although its utilization is not yet optimal (Zhang & Mao, 2016). However, having accounts on these various platforms does not automatically correlate with effective and strategic utilization (Dwivedi et al., 2020).

Gap analysis revealed significant gaps in almost all dimensions of multi-platform digital marketing capabilities as shown in Table 2. Limited integrated digital marketing knowledge is experienced by 76.7% of MSMEs with a very high gap level, indicating that even though MSMEs have a presence on multiple platforms, they do not understand how to integrate strategies on each platform to support each other (Dwivedi et al., 2020; Kannan, 2017). Limited marketing budgets remain an obstacle for 72.8% of MSMEs with a high gap level, becoming a significant barrier to the adoption of paid advertising. Difficulties in digital positioning are faced by 81.5% of MSMEs with a very high gap level, indicating confusion in defining unique selling propositions and the right target market in the digital world.

**Table 2.** Gap Analysis of Multi-Platform Digital Marketing Capabilities of MSMEs

| Dimensions  | n (%)      | Gap Level |
|---|------------|-----------|
| Limited knowledge of integrated digital marketing   | 23 (76.7%) | Very high |
| Marketing budget limitations                        | 22 (72.8%) | Tall      |
| Digital positioning difficulties                    | 24 (81.5%) | Very high |
| Not familiar with keyword research                  | 27 (90.0%) | Very high |
| Difficulty measuring digital ads ROI                | 28 (93.3%) | Very high |
| Difficulty creating an integrated content plan      | 25 (83.3%) | Very high |
| Don't know how to sync Google Ads with social media | 28 (93.3%) | Very high |
| Difficulty managing multiple platforms efficiently  | 26 (86.7%) | Very high |
| <b>Use of Paid Advertising</b>                      |            |           |
| Have you ever used paid digital advertising?        | 8 (26.7%)  | -         |
| Actively using Google Ads                           | 1 (3.3%)   | -         |
| Actively use Facebook/Instagram Ads                 | 4 (13.3%)  | -         |
| Using TikTok Ads                                    | 0 (0%)     | -         |
| <b>Social Media Activities</b>                      |            |           |
| Regular posting (min 3x/week)                       | 12 (40.0%) | -         |
| Have a content calendar                             | 4 (13.3%)  | -         |
| Doing paid promotions on social media               | 7 (23.3%)  | -         |
| Have a planned hashtag strategy                     | 5 (16.7%)  | -         |
| Active engagement with followers                    | 18 (60.0%) | -         |

Source: Primary Data (2025)

On the technical side, 90% of MSMEs are unfamiliar with keyword research, which is the foundation for an effective Google Ads campaign. 93.3% of MSMEs experience difficulty measuring the ROI of digital ads, indicating an inability to evaluate the effectiveness of their marketing investments. More critically, 83.3% of MSMEs struggle to create an integrated content plan, 93.3% don't know how to synchronize Google Ads with social media, and 86.7% struggle to manage multiple platforms efficiently. This data reveals a paradox where MSMEs are present on many platforms but lack an integrated strategy to optimize synergy between platforms.

In terms of paid advertising usage, only 26.7% of MSMEs have ever used paid digital advertising, and of that number, only 3.3% actively use Google Ads and 13.3% consistently use Facebook or Instagram Ads. None of the MSMEs use TikTok Ads, even though 50% have TikTok accounts. This low adoption rate indicates not only budget limitations, but also a lack of knowledge about how to start and manage paid advertising campaigns.

MSMEs' social media activities show significant inconsistencies. Although the majority have social media accounts, only 40% post regularly at least three times per week, only 13.3% have a planned content calendar, and only 23.3% conduct paid promotions on social media [13]. However, 60% of MSMEs actively engage with followers by responding to comments and messages, demonstrating awareness of the importance of customer relationships (Voorveld et al., 2018). Only 16.7% have a planned hashtag strategy, indicating suboptimal content distribution.

### Qualitative Findings and Pain Points

In-depth interviews with ten MSME owners revealed six main pain points that became the basis for the requirements for an integrated framework. First, confusion about integration, where MSMEs do not understand how to connect Google Ads with Instagram and whether different strategies are needed for each platform (Dwivedi et al., 2020; Kannan, 2017). Second, the budget allocation dilemma, where MSMEs are confused about allocating limited budgets between Google Ads and social media ads. Third, content efficiency concerns related to whether Instagram content can be used for Google Ads or whether new content must be created (Tuten, 2023). Fourth, synchronization confusion about the right timing to run campaigns on multiple platforms. Fifth, metrics overload, where all respondents felt overwhelmed by too many metrics on the dashboard. Sixth, conversion gap frustration, where a high number of Instagram followers does not result in sales.

Interviews with practitioners provide complementary expert perspectives. Integrated marketing consultants emphasize that a common mistake is treating Google Ads and social media as separate silos, when the power lies in integration, where social media serves to build awareness and trust while Google Ads captures high-intent customers. Social media strategists explain the importance of a full-funnel marketing approach where the top of the funnel uses organic social media and ads for reach, the middle of the funnel uses retargeting on social and display ads, and the bottom of the funnel uses Google Search Ads for conversion. Google Ads specialists add the importance of sophisticated audience targeting, where audiences engaged on social media can be retargeted on the Google Display Network and vice versa.

### Development of the GAOF-FS 2.0 Framework

Based on a comprehensive needs analysis, GAOF-FS 2.0 was developed with an integrated modular architecture consisting of 5 main modules, 16 components, and 48 sub-components. The framework was designed with four design principles: modular approach (gradual but synergistic implementation), integration by design (integration embedded from the beginning), sequential yet flexible (there is a recommended sequence but customizable), and iterative improvement (feedback loops for continuous improvement).

**Table 3.** GAOF-FS 2.0 Framework Architecture

| Module                             | Main Components   | Deliverables  |
|------------------------------------|---|---|
| Module 1: Strategic Planning       | <ol style="list-style-type: none"> <li>Business Analysis</li> <li>Multi-Platform Market Research</li> <li>Competitor Mapping Cross-Platform</li> <li>Integrated Objective Setting</li> </ol>  | <ul style="list-style-type: none"> <li>SWOT Digital Matrix</li> <li>Multi-Channel Customer Persona</li> <li>Competitor Benchmark Cross-Platform</li> <li>Integrated Campaign Blueprint</li> </ul> |
| Module 2: Social Media Integration | <ol style="list-style-type: none"> <li>Platform Selection Matrix</li> <li>Content Strategy Framework</li> <li>Community Management Guide</li> <li>Social Media Advertising</li> </ol>         | <ul style="list-style-type: none"> <li>Platform Priority Matrix</li> <li>Content Calendar Template</li> <li>Engagement Playbook</li> <li>Social Ads Strategy</li> </ul>                           |
| Module 3: Google Ads Campaign      | <ol style="list-style-type: none"> <li>Keyword Research Framework</li> <li>Ad Copywriting System</li> <li>Landing Page Optimization</li> <li>Campaign Structure</li> </ol>                    | <ul style="list-style-type: none"> <li>Keyword Master List (800+)</li> <li>Ad Copy Templates (75+)</li> <li>LP Conversion Checklist</li> <li>Campaign Architecture</li> </ul>                     |
| Module 4: Budget Management        | <ol style="list-style-type: none"> <li>Cross-Platform Budget Allocation</li> <li>Dynamic Bid Strategy</li> <li>ROI Forecasting Multi-Channel</li> <li>Cost Efficiency Optimization</li> </ol> | <ul style="list-style-type: none"> <li>Budget Allocation Calculator</li> <li>Bid Management Guide</li> <li>ROI Projection Model</li> <li>Efficiency Scorecard</li> </ul>                          |
| Module 5: Performance Monitoring   | <ol style="list-style-type: none"> <li>Unified Analytics Dashboard</li> <li>GAPS-S Scorecard</li> <li>Attribution Modeling</li> <li>Optimization Loop</li> </ol>                              | <ul style="list-style-type: none"> <li>Multi-Platform Dashboard</li> <li>GAPS-S Report Template</li> <li>Attribution Framework</li> <li>Action Priority Matrix</li> </ul>                         |

Source: Research Design (2025)

The first module is the Strategic Planning Module which is the foundation of a multi-platform campaign. The main components include Business Analysis (Digital Ecosystem Mapping, Multi-Channel Readiness Assessment, SWOT Digital Matrix Enhanced, Value Proposition Canvas for Multiple Touchpoints), Multi-Platform Market Research (Omnichannel Customer Persona Builder, Platform-Specific Behavior Analysis, Cross-Platform Journey Mapping, Social Listening Guide), Cross-Platform Competitor Intelligence (Multi-Platform Competitor Matrix, Content Benchmarking, Engagement Analysis, Competitive Gap Analysis), and Integrated Objective Setting (Funnel-Based Goal Framework, Platform-Specific KPI Mapping, Integrated Campaign Blueprint, Synergy Checklist) (Dwivedi et al., 2020).

The second module is the Social Media Integration Module which optimizes social media presence as the foundation of the digital ecosystem (Tuten, 2023). Components include Platform Selection Matrix (Platform Assessment Framework, Fashion Platform Fit Matrix, Resource Allocation per Platform, Expansion Roadmap), Content Strategy Framework (Content Pillar System, Content Calendar Template, Content Creation Workflow, User-Generated Content Strategy, Content Repurposing Guide), Community Management (Engagement Playbook, Community Building Strategy, Crisis Management Protocol, WhatsApp Business Integration), and Social Media Advertising Framework (Paid Social Strategy Canvas, Facebook/Instagram Ads Structure, TikTok Ads Starter Guide, Creative Best Practices Library, Audience Targeting Framework, Retargeting Strategy) (Tuten, 2023; Zhang & Mao, 2016).

The third module is the Google Ads Campaign Module which is enhanced with social media integration. Components include Keyword Research Framework Enhanced (Fashion Keyword Taxonomy 2.0 with 800+ keywords, Social-Informed Keyword Discovery, Keyword Research Worksheet, Intent-Based Keyword Grouping, Negative Keyword List Enhanced), Ad Copywriting System (Messaging Consistency Framework, AIDA Formula Adapted, Ad Copy Templates Library with 75+ templates, Headline Generator 2.0, Ad Extension Optimization), Landing Page Optimization (LP Design Checklist Enhanced, Mobile-First Optimization, Social Proof Integration, Conversion Rate Optimization Playbook), and Campaign Structure (Campaign Architecture Blueprint, Ad Group Organization, Quality Score Optimization Guide, Remarketing Campaign Setup).

The fourth module is the Budget Management Module which is designed for MSMEs with limited budgets. Components include Cross-Platform Budget Allocation (Multi-Platform Budget Model with allocation formula, Budget Scenario Planning Tool, Priority-Based Distribution Matrix, Seasonal Adjustment Framework), Dynamic Bid Strategy (Platform-Specific Bid Strategy Selector, Automated Bid Management Guide, Maximum CPC Calculator Enhanced, Cross-Platform Bid Coordination), ROI Forecasting Multi-Channel (Integrated ROI Projection Model, Multi-Touch Attribution Setup, Break-Even Analysis Tool, Scenario Planning Matrix), and Cost Efficiency Optimization (Cost per Result Benchmarking, Budget Reallocation Triggers, Efficiency Improvement Playbook, Waste Reduction Checklist).

The fifth module is the Performance Monitoring Module with a simple yet comprehensive measurement system. Components include a Unified Analytics Dashboard (One-Page Dashboard Design displays key metrics from all platforms, Color-Coded Performance Indicators, Automated Alert System, Mobile Dashboard App), GAPS-S Scorecard (composite score 0-100 integrating Growth metrics, Acquisition metrics, Profitability metrics, Social engagement, and Sustainability metrics), Attribution Modeling (Multi-Touch Attribution Framework, Customer Journey Tracking, Channel Contribution Analysis, Attribution Report Template), and Optimization Loop (Weekly Optimization Checklist, Monthly Performance Review Template, Troubleshooting Guide with 30+ common issues, Action Priority Matrix, A/B Testing Framework).

### Framework Validation

Validation was conducted through expert validation and user testing [3][8]. Expert validation involving 6 experts resulted in an overall score of 4.46/5 (89.2%) as shown in Table 4. The relevance dimension scored 4.46/5 (89.2%), technical feasibility 4.33/5 (86.5%), user-friendliness 4.58/5 (91.5%), integration effectiveness 4.50/5 (90%), and potential impact 4.52/5 (90.3%).

**Table 4.** Results of Expert Validation Framework GAOF-FS 2.0

| Dimensions                | Indicator  | Average Score | Percentage   |
|---------------------------|--|---------------|--------------|
| Relevance                 | <ul style="list-style-type: none"> <li>• According to the needs of fashion MSMEs</li> <li>• Address identified pain points</li> <li>• Contextual to Indonesian conditions</li> <li>• Alignment with best practices</li> </ul>      | 4.46/5        | 89.2%        |
| Technical Feasibility     | <ul style="list-style-type: none"> <li>• Technically sound</li> <li>• Can be implemented by MSMEs</li> <li>• Does not require excessive resources</li> <li>• Scalable to various sizes</li> </ul>                                  | 4.33/5        | 86.5%        |
| User-friendliness         | <ul style="list-style-type: none"> <li>• Easy to understand for non-technical users</li> <li>• Clear and complete documentation</li> <li>• User-friendly templates and tools</li> <li>• Learning curve is not too steep</li> </ul> | 4.58/5        | 91.5%        |
| Integration Effectiveness | <ul style="list-style-type: none"> <li>• Seamless platform integration</li> <li>• Effective synergy between modules</li> <li>• Optimal cross-platform workflow</li> <li>• Good data sharing mechanism</li> </ul>                   | 4.50/5        | 90.0%        |
| Potential Impact          | <ul style="list-style-type: none"> <li>• Potential to improve performance</li> <li>• Sustainable improvement</li> <li>• Applicable in various contexts</li> <li>• Contribution to capacity building</li> </ul>                     | 4.52/5        | 90.3%        |
| <b>OVERALL SCORE</b>      | <b>Average of All Dimensions</b>   | <b>4.46/5</b> | <b>89.2%</b> |

Source: Expert Validation Results (2025)

Qualitative expert feedback stated that the framework is very comprehensive yet practical, the modular approach allows for gradual implementation, multi-platform integration is a significant innovation, the GAPS-S metric is easier to understand than standard metrics, the Fashion Keyword Taxonomy is very valuable, and the Cross-Platform Budget Allocation Model is a breakthrough for MSMEs with limited budgets [3][7][8]. User testing through FGD with 15 MSME owners resulted in an overall TAM score of 4.43/5 (88.6%) as shown in Table 5. Usability scored 4.35/5, perceived usefulness 4.58/5 (the highest), ease of use 4.28/5, integration feasibility 4.38/5, and intention to use 4.52/5 (Voorveld et al., 2018).

**Table 5.** Results of User Testing Framework GAOF-FS 2

| TAM construct            | Indicator Statement  | Mean Score    | Percentage   |
|--------------------------|--|---------------|--------------|
| Usability                | <ul style="list-style-type: none"> <li>• Easy to use framework</li> <li>• Clear documentation</li> <li>• Helpful templates</li> </ul>  | 4.35/5        | 87.0%        |
| Perceived Usefulness     | <ul style="list-style-type: none"> <li>• Framework is useful for business</li> <li>• Can increase the effectiveness of ads</li> <li>• According to the needs of MSMEs</li> </ul> | 4.58/5        | 91.6%        |
| Ease of Use              | <ul style="list-style-type: none"> <li>• Does not require high technical skills</li> <li>• Can be learned quickly</li> <li>• Does not take too much time</li> </ul>              | 4.28/5        | 85.6%        |
| Integration Feasibility  | <ul style="list-style-type: none"> <li>• Easy integration of multiple platforms</li> <li>• Clear synchronization workflow</li> <li>• Realistic resource requirements</li> </ul>  | 4.38/5        | 87.6%        |
| Intention to Use         | <ul style="list-style-type: none"> <li>• Intend to use the framework</li> <li>• Will recommend it to other MSMEs</li> <li>• Believe it can deliver results</li> </ul>            | 4.52/5        | 90.4%        |
| <b>Overall Tam Score</b> | <b>Average:</b>  | <b>4.43/5</b> | <b>88.6%</b> |

Source: User Testing Results (2025)

Qualitative insights show the Cross-Platform Budget Calculator eliminates the hesitation of investing in paid advertising, the Integrated Campaign Blueprint makes it easy to visualize the overall strategy, the Content Repurposing Guide saves significant time and effort, the GAPS-S Score is much easier to understand than separate metrics, Social-Informed Keyword Discovery is a game-changer, and the Platform Selection Matrix helps prioritize with limited resources (Tuten, 2023).

## Discussion

The GAOF-FS 2.0 framework provides theoretical contributions in four aspects. First, it integrates digital marketing theory, technology adoption, and SME development in a holistic model that bridges these domains through a Design Science Research approach (Rachmawati et al., 2022). Second, the development of the GAPS-S metric as a composite indicator is a methodological innovation that simplifies the complexity of multi-platform analytics into a single comprehensive score.

Third, the framework adapts the concept of localization in digital marketing strategy with the Indonesian-specific Fashion Keyword Taxonomy, which addresses the unique needs of fashion MSMEs, particularly in the batik sector (Rahayu et al., 2024). Fourth, the framework introduces an integrated multi-platform approach that differs from previous research that focused on single platforms, providing a theoretical foundation for omnichannel marketing strategies in MSMEs (Lubis et al., 2025).

The framework's practical implications include democratizing access to Google Ads and social media ads for MSMEs through templates and tools that eliminate the need for expensive consultants. The framework enables cost efficiency with a budget management module that optimizes limited budgets through ROI forecasting and allocation formulas (Basuki & Hidayat, 2024). Additionally, the framework offers a learning instrument to improve digital literacy sustainably through educational content and tools, addressing the knowledge gaps identified in the MSMEs (Bawono et al., 2025). The framework's scalability with its modular architecture allows micro-enterprises to start with basic modules, while small enterprises can implement the full framework.

The practical utility of the framework aligns with current trends in digital marketing for MSMEs. For example, studies such as those by Azis (2025) and Bawono (2025) show that MSMEs in regions like Lampung and other remote areas of Indonesia are struggling to compete effectively due to limited access to advanced digital marketing strategies. These studies emphasize the importance of integrating digital and social media marketing to enhance the competitiveness of MSMEs, especially those with limited resources (Bawono et al., 2025).

This study has several limitations that need to be acknowledged. First, the framework has not yet gone through a real implementation stage with measurement of impact on business outcomes, so actual effectiveness can only be verified through a post-implementation longitudinal study (Rahayu et al., 2024). Second, the learning curve remains a challenge, especially for MSMEs with very low digital literacy, indicating the need for ecosystem support through mentoring programs (Panggabean, 2025). Third, the dynamic nature of digital platforms requires the framework to be continuously updated for algorithm changes and new features (Lubis et al., 2025). Fourth, the framework's generalizability is limited to the context of Indonesian fashion MSMEs, so adaptation to other sectors or geographies requires customization. Fifth, validation was only conducted in Cirebon City with 30 MSMEs, so the findings may not be fully representative of fashion MSMEs throughout Indonesia.

## CONCLUSION

This research successfully developed and validated the Google Ads and Social Media Optimization Framework for Fashion SMEs (GAOF-FS 2.0), addressing the key challenges faced by fashion MSMEs in digital marketing. A needs analysis of 30 Cirebon MSMEs revealed significant gaps in digital literacy (76.7%), budget management (72.8%), and digital positioning (81.5%). Despite 89.7% of MSMEs being active on social media, only 3.3% use Google Ads and 13.3% use Facebook/Instagram Ads effectively, with 93.3% struggling to synchronize platforms.

The GAOF-FS 2.0 framework, developed using the Design Science Research approach, consists of five integrated modules: Strategic Planning, Social Media Integration, Google Ads Campaign, Budget Management, and Performance Monitoring. Innovations such as the fashion-specific keyword taxonomy, the GAPS-S metric, and the cross-platform budget allocation model, enhance the scalability and applicability of the framework.

Expert validation yielded a score of 4.46/5 (89.2%), and user testing resulted in a TAM score of 4.43/5 (88.6%), demonstrating high perceived usefulness and strong intention to use. These findings confirm that the framework is scientifically rigorous and practically applicable, positioning it for pilot-scale implementation. Future research could explore the framework's long-term impact on business outcomes through post-implementation studies and address challenges such as digital literacy through ecosystem support programs.

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### AUTHOR CONTRIBUTION STATEMENT

The research article entitled *Optimizing Google Ads and Social Media as an Integrated Digital Marketing Strategy in Increasing the Competitiveness of Fashion MSMEs* is an individual work by Ikhsan Nendi from Politeknik Siber Cerdika Internasional, which covers all stages of research starting from concept formulation, development of the GAOF-FS 2.0 framework, design of the Design Science Research methodology with a mixed-method approach, collection and analysis of quantitative and qualitative data, to validation of the framework through expert judgment and user testing based on the Technology Acceptance Model. The author is also fully responsible for data management, development of GAPS-S metrics, writing and editing of the manuscript, visualization of research results, and administration of the research project, involving fashion MSMEs in Cirebon, practitioners, and related experts, and declares that this research was conducted in accordance with ethical standards without conflict of interest

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