

# **DIGITAL MARKETING STRATEGY BASED ON TOURISM EXPERIENCE IN INTERNATIONAL PERSONAL SHOPPING SERVICES: A COMPARATIVE STUDY BETWEEN INDONESIA AND HONG KONG**

**Luh Surya Appriliani Putri**

Management Department, Faculty of Economics, Universitas Pendidikan Ganesha, Indonesia  
(surya.apriliani@student.undiksha.ac.id)

## **ABSTRACT**

The growth of the digital economy and the increasing global mobility of Indonesian society have given rise to the emergence of cross-border personal shopping services (commonly known as *jastip*). This business model leverages international travel—whether for leisure or professional purposes—as an opportunity to purchase goods abroad based on customer requests back home. The phenomenon reflects not only a growing demand for foreign products but also a high level of social trust in third-party intermediaries. This study aims to analyze the digital marketing strategies employed by *jastip* practitioners by integrating elements of international tourism experiences, digital technology adaptation, and customer relationship management. Furthermore, it compares the approaches used by *jastip* actors in Indonesia and Hong Kong to uncover differences in marketing tactics and their impact on customer loyalty. Using a comparative qualitative methodology based on case studies and literature review, the findings reveal that effective marketing strategies rely on a combination of visual storytelling, adaptation to local trends, transparency in product and pricing information, and intensive interaction via social media platforms. These insights offer valuable implications for digital MSMEs seeking to enhance their competitiveness and expand their customer networks in the global market.

**Keywords:** personal shopping service, digital marketing strategy, tourism, customer loyalty, international business

## INTRODUCTION

The phenomenon of international personal shopping services (jastip) reflects society's adaptation to globalization and the digital economy. Jastip is an informal service in which individuals traveling abroad purchase goods on behalf of domestic consumers. This phenomenon has grown rapidly in line with increasing public mobility, open access to international product information, and the changing consumption patterns of urban societies who now emphasize uniqueness, authenticity, and exclusivity.

In the era of social media and e-commerce, jastip practices have evolved beyond informal transactions among close acquaintances to become commercial activities targeting wider markets. Many jastip practitioners utilize platforms like Instagram, TikTok, and WhatsApp to showcase products, promote their overseas shopping activities, and interact directly with potential buyers. However, most still lack systematic marketing strategies and rely heavily on conventional communication styles, with minimal use of tools such as CRM or social media analytics.

This context highlights the importance of understanding how tourism experiences abroad not only provide access to products but also serve as powerful marketing assets. Through visual narratives, experience-based content, and personalized storytelling, jastip practitioners can build a distinctive brand image. Furthermore, digital technology enables close and personal interactions with customers, enhancing loyalty and expanding market reach.

This study aims to answer the following research questions: How do tourism experiences and digital technology synergize in the marketing strategies of international jastip practitioners? How do practitioners in Indonesia and Hong Kong differ in their approaches? And which strategies are most effective in building customer trust and loyalty? By addressing these questions, this research contributes to the literature on experiential digital marketing and opens new pathways for the professionalization of cross-border personal shopping businesses.

## LITERATURE REVIEW

This section discusses four main theoretical foundations supporting the analysis of international jastip marketing strategies: experiential marketing, digital engagement, tourism marketing, and prior studies on jastip.

### Experiential Marketing

Pine and Gilmore (1998) describe experiential marketing as an approach that places customer experience at the core of value creation. In the jastip context, direct overseas shopping, personalized ordering interactions, and attractive delivery packaging contribute to the value offered. Consumers are not only purchasing products, but also the stories and emotions attached to those experiences.

### Digital Engagement

Digital engagement refers to the level of customer involvement on digital platforms, including two-way communication, content interaction, and brand loyalty. For jastip practitioners, platforms like Instagram and TikTok provide not only product showcases but also interactive features like polls, comments, live videos, and real-time updates. These elements foster emotional connections and improve customer retention.

## **Tourism Marketing**

This theory emphasizes tourism as a powerful promotional tool. Jastip practitioners leverage their travel moments for branding—posting photos at luxury boutiques, sharing scenes from international shopping districts, and offering local shopping tips. These experiences are crafted into visual content that builds credibility and enhances the sense of exclusivity.

## **Previous Studies**

Previous research has examined consumer behavior (Hidayati & Sukardani, 2023), dynamics of jastip among SMEs (Suryani, 2022), and the role of social media (Muslich & Irwansyah, 2020). However, few studies have explored the synergy between tourism experiences and digital engagement as an integrated marketing strategy. The work of Salsabila & Awaluddin (2024) in Hong Kong offers key insights into the professionalization of jastip through technology and customer relationship management.

## **METHOD, DATA, AND ANALYSIS**

This study applies a qualitative approach using a comparative case study method to deeply explore the experiences, perceptions, and practices of jastip practitioners integrating tourism experiences and digital technologies into their marketing strategies.

### **Research Location and Subjects**

Fieldwork was conducted in Hong Kong during The 10th TEAMS 2025 event. Hong Kong was chosen due to its reputation as a major international shopping hub and a top destination for Indonesian jastip practitioners. Research subjects include five jastip sellers actively marketing via social media and five Indonesian customers who used their services. Participant selection was based on active engagement in jastip activities during the conference and diversity in products and strategies.

### **Data Collection Techniques**

Primary data were collected through semi-structured interviews with both sellers and buyers to uncover marketing strategies, shopping experiences, and interaction patterns. Non-participant observation of jastip practitioners' social media accounts, including posts, promotional content, and customer engagement. Digital documentation, such as catalogs, transaction chats, product photos, promotional videos, and customer testimonials. Literature review to compare field findings with relevant theories and research.

### **Data Analysis Techniques**

Data were analyzed using thematic analysis following Braun and Clarke's (2006) framework: familiarizing with the data, generating initial codes, identifying main themes (e.g., digital strategy, tourism experience, professionalism, customer loyalty), developing sub-themes for discussion, interpreting results in relation to theory and prior research.

### **Validity and Reliability**

To ensure validity, triangulation of techniques and sources was applied by crosschecking interview, observation, and documentation data. Member checking was conducted to confirm data interpretations with participants. Reflexivity was also maintained to minimize researcher bias.

## RESULTS AND DISCUSSION

### Product Strategy: Ready-stock vs. Pre-order

Jastip practitioners typically use two product strategies: ready-stock and preorder. Ready-stock items are purchased in advance and readily available, offering quick response to market demand. Pre-order items allow customers to request specific products, requiring intensive communication, clear delivery timelines, and authenticity assurance.

Each model presents logistical and trust challenges.

### Social Media as Marketing and Interaction Channel

Social media platforms are central to connecting jastip sellers and customers. Instagram serves as a visual storefront, TikTok supports storytelling through short videos of shopping experiences, and WhatsApp/Telegram facilitate direct communication and transactions. Practitioners who are responsive, interactive, and consistent in content creation tend to build more loyal customer bases.

### Tourism Experience as Branding and Differentiation Strategy

Overseas shopping narratives serve as key differentiation strategies. Sharing moments at high-end boutiques, queuing for exclusive items, or discovering hidden local gems adds authenticity and strengthens the brand image. Visual elements like store locations, original packaging, and unboxing videos enhance emotional engagement among customers who cannot travel themselves.

### Professional Practices among Hong Kong-Based Practitioners

Jastip practitioners in Hong Kong demonstrate a higher level of professionalism. They maintain updated digital catalogs, implement automated pre-order systems, offer order tracking, and notify customers of delivery statuses. Basic CRM practices such as recording customer preferences and offering loyalty discounts have also been adopted, increasing efficiency and trust.

### Cultural Adaptation and Consumer Preference

Successful jastip practitioners are adept at reading trends and customer preferences—ranging from fashion trends and viral products to seasonal colors and brand popularity. Adaptation extends to communication styles, visual language, and promotional timing. Those who tailor their content to Indonesian consumer culture are perceived as more relevant and responsive.

## CONCLUSION AND RECOMMENDATIONS

The digital marketing strategies of international jastip practitioners are increasingly shaped by the synergy between tourism experiences and digital engagement. Marketing models emphasizing visual content, authentic narratives, and responsive communication have proven effective in capturing attention and building consumer trust.

Tourism experiences play a dual role as content backdrop and professional branding tool. Key differences between Indonesian and Hong Kong practitioners lie in professionalism and technology integration.

Jastip practitioners are encouraged to enhance their digital marketing capabilities, including mastering CRM tools, content scheduling, and performance analytics. Forming communities or peer-sharing forums may promote the exchange of best practices. Governments and educational institutions should expand digital entrepreneurship training to include informal sectors like jastip, covering topics

such as cross-border regulations and consumer protection. Future research could explore the role of social media algorithms in jastip content visibility and cross-border payment system integration.

## REFERENCES

- Baudrillard, J. (1998). *The consumer society: Myths and structures*. Sage Publications.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism Management*, 29(4), 609–623. <https://doi.org/10.1016/j.tourman.2008.01.005>
- Hidayati, D. N. R., & Sukardani, P. S. (2023). Perilaku konsumtif masyarakat urban dalam fenomena jastip. *The Commercium*, 7(2), 203–211.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A. (2009). *Marketing in travel and tourism* (4th ed.). Routledge.
- Muslich, I. S., & Irwansyah. (2020). Instagram and the jastip phenomenon in Indonesia. *Jurnal Komunikasi*, 9(2), 53–65. <https://doi.org/10.xxxx/jkom.2020.xx>
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Putera, A. K., & Wahyono. (2018). Service quality and consumer loyalty in the era of digital commerce. *Management Analysis Journal*, 7(1), 110–119.
- Salsabila, S., & Awaluddin, S. P. (2024). Studi kasus strategi pemasaran jasa titip di Hong Kong. *Jurnal Sains Manajemen Nitro*, 3(2), 37–43.
- Suryani, A. (2022). Dinamika bisnis jasa titip di era digital: Studi kasus pelaku UMKM di Jakarta Selatan. *Jurnal Ekonomi Kreatif dan Digital*, 4(1), 45–60.