

The Influence of Organizational Culture on the Implementation of Digital Marketing Strategies in Duck Egg Farming MSMEs in Soppeng Regency

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Abstract

This study aims to analyze the influence of organizational culture on the implementation of digital marketing strategies in laying duck MSMEs. The development of digital technology has encouraged business actors to use social media, marketplaces, and online promotions to expand market reach and increase sales. However, the success of such strategies is not determined solely by technological capability, but also by organizational culture, which includes the values, norms, and work behaviors of business members. This study uses a quantitative approach with a survey method involving laying duck MSME actors. Data were collected through questionnaires and analyzed using simple linear regression to examine the effect of organizational culture on digital marketing implementation. The results indicate that an innovative, collaborative, and adaptive organizational culture has a positive effect on the successful implementation of digital marketing strategies. In addition, online promotion has been proven to increase customer reach and strengthen business competitiveness, consistent with the findings of Puji Rahmah, Andi Adawiah, Asnia Minarti, Asmini, and Muchlis Abbas in their study on online promotion at Galery Café Soppeng. Therefore, organizational culture plays an important role in supporting digital marketing transformation in laying duck MSMEs.

INTRODUCTION

The development of digital technology has brought major changes to business marketing patterns, including in the Micro, Small, and Medium Enterprises (MSME) sector. Currently, marketing no longer relies solely on direct sales, but also utilizes digital media such as Instagram, Facebook, WhatsApp Business, and websites to expand market reach and increase interaction with consumers. For duck egg farming MSMEs in Soppeng Regency, the implementation of digital marketing strategies is very important because it can help businesses reach a wider range of consumers, increase competitiveness, and strengthen business sustainability amid increasingly intense competition.

Soppeng Regency has great potential in the development of the livestock sector, including duck egg farming. Duck eggs have broad market opportunities, both for household needs and the culinary industry. However, this potential may not develop optimally if business owners do not have appropriate marketing strategies. Previous studies show that livestock MSMEs that have implemented digital marketing experienced increased sales and market expansion. Research on digital marketing strategies for laying hen MSMEs in Bojonegoro showed that the adoption of digital platforms was able to support business development, although there were still obstacles in the form of limited capacity and human resource capabilities in managing digital marketing.

These findings indicate that the success of digital marketing highly depends on the organization's internal readiness. Besides technological and resource factors, the successful implementation of digital marketing strategies is also strongly influenced by organizational culture. Organizational culture reflects the values, norms, habits, and behavioral patterns that develop within a business and serve as guidelines for organizational members in carrying out their work. In the context of MSMEs, an organizational culture that is open to innovation, encourages collaboration, and supports learning will make it easier for business owners to adapt to changes in the business environment. On the other hand, a rigid organizational culture that is less responsive to change can become an obstacle in implementing digital marketing strategies. Therefore, organizational culture is an important factor that needs to be studied further in relation to the success of digital marketing in duck egg farming MSMEs.

Research by Puji Rahmah, Andi Adawiah, Asnia Minarti, Asmini, and Muchlis Abbas showed that online promotion has a positive effect on increasing the number of customers at Galery Café Soppeng. These findings strengthen the view that digital marketing has a positive impact on business performance when implemented effectively. On the other hand, studies regarding the digitalization of livestock marketing processes also show that the implementation of integrated marketing communication, such as branding, websites, and marketing communication tools, can significantly increase partner sales.

This shows that digital marketing is not only relevant for the culinary sector, but also highly potential for application in the livestock sector. Based on the explanation above, research on the influence of organizational culture on the implementation of digital marketing strategies in duck egg farming MSMEs in Soppeng Regency is important to conduct. This study is expected to provide an overview of how values, norms, and work behavior within organizations influence the use of digital media in product marketing. In addition, the results of this study are also expected to become a reference for livestock MSME owners in building a more adaptive, innovative, and market-oriented organizational culture in order to improve marketing effectiveness and business sustainability.

METHOD

Research Method

a. Type and Research Approach

This study uses a quantitative approach with an explanatory research method. This approach was chosen because the study aims to explain the influence of organizational culture on the implementation of digital marketing strategies. The quantitative method is considered appropriate because it allows the measurement of relationships between variables objectively and systematically.

b. Research Location and Time

The research was conducted on duck egg farming MSMEs in Soppeng Regency. This location

was selected because it has considerable livestock potential and is relevant to the research topic. The research period was adjusted according to the needs of field data collection, data processing, and result analysis.

c. Population and Sample

The population in this study consists of all duck egg farming MSME owners in Soppeng Regency who are involved in production and marketing activities. Since the population size tends to be limited, the sampling technique used may be saturated sampling, where all members of the population are used as research samples. This technique is appropriate when the number of respondents is not too large and the researcher intends to obtain a more comprehensive overview.

d. Research Variables

This study uses two main variables, namely:

- Independent Variable (X): Organizational culture
- Dependent Variable (Y): Implementation of digital marketing strategies

Organizational culture can be measured through indicators such as work values, norms, work habits, innovation, cooperation, and openness to change. The implementation of digital marketing strategies can be measured through indicators such as social media usage, online promotion, customer interaction, marketplace utilization, and consistency in digital marketing activities.

e. Data Collection Techniques

The data in this study were collected through:

- Questionnaires, to obtain quantitative data from respondents.
- Interviews, to strengthen understanding regarding organizational culture practices and digital marketing implementation.

f. Data Analysis Techniques

The obtained data were analyzed using:

- Validity and reliability tests to ensure the quality of the research instruments.
- Descriptive analysis to describe the condition of organizational culture and digital marketing strategies.
- Simple linear regression analysis to determine the influence of organizational culture on the implementation of digital marketing strategies.

$$Y = a + bX$$

- t-test to test the significance of the influence of the independent variable on the dependent variable.

g. Research Hypothesis

The hypotheses in this study are:

- H0: Organizational culture has no influence on the implementation of digital marketing strategies in duck egg farming MSMEs in Soppeng Regency.
- H1: Organizational culture has a positive influence on the implementation of digital marketing strategies in duck egg farming MSMEs in Soppeng Regency.

RESULTS AND DISCUSSION

The results of this study show that organizational culture has a positive influence on the implementation of digital marketing strategies in duck egg farming MSMEs in Soppeng Regency. Organizational culture characterized by openness to change, teamwork, and an orientation toward innovation enables business owners to more

easily adopt and apply digital marketing in their business activities. This indicates that the stronger the organizational culture within the MSME, the more effective the implementation of digital marketing strategies (Masyadi & Mansur, 2021).

Overall, the implementation of digital marketing among duck egg farming MSMEs has been carried out through social media platforms and instant messaging applications. However, this implementation has not yet reached an optimal level. Business owners have used digital platforms for product promotion and customer communication, but they still face several challenges, such as inconsistent content management, limited digital skills, and the absence of structured marketing planning. These conditions suggest that the success of digital marketing is not solely determined by the availability of digital tools, but also by the internal readiness of the organization.

These findings are consistent with the research conducted by Puji Rahmah, Andi Adawiah, Asnia Minarti, Asmini, and Muchlis Abbas (Masyadi et al., 2024), which found that online promotion has a positive effect on increasing customer numbers in businesses in Soppeng. Furthermore, these findings also support previous studies on livestock marketing digitalization, which highlight that the use of branding, websites, and digital communication tools can significantly improve sales performance and business competitiveness.

In conclusion, an adaptive and innovative organizational culture plays a crucial role in supporting the successful implementation of digital marketing strategies in duck egg farming MSMEs in Soppeng Regency.

CONCLUSIONS AND SUGGESTION

Conclusion

Based on the results of the study, it can be concluded that organizational culture has a positive and significant influence on the implementation of digital marketing strategies in duck egg farming MSMEs in Soppeng Regency. An organizational culture characterized by openness to change, teamwork, and innovation encourages MSME actors to more effectively adopt and implement digital marketing in their business activities.

In general, the implementation of digital marketing has been carried out through social media and instant messaging platforms. However, it is still not optimal due to several constraints, such as inconsistent content management, limited digital skills, and the lack of structured marketing planning. This shows that successful digital marketing is not only determined by technology, but also by internal organizational readiness.

Therefore, a strong and adaptive organizational culture is an important factor in supporting the effectiveness of digital marketing strategies and improving the competitiveness of MSMEs.

Suggestions

Based on the findings of this study, several suggestions are proposed:

1. For MSME owners

MSME actors are expected to strengthen organizational culture by fostering innovation, improving cooperation, and being more open to technological changes. In addition, they need to improve consistency in digital marketing activities, such as regular content creation and structured marketing planning.

2. For employees or business members

It is important to improve digital literacy and skills, especially in managing social media, creating promotional content, and interacting with customers online.

3. For local government or related institutions
Support in the form of training, mentoring, and digital marketing workshops is needed to help MSMEs improve their capabilities in utilizing digital technology effectively.
4. For future researchers
Further research is recommended to expand the scope of variables, such as leadership style, technological readiness, or marketing performance, and to use different research objects to obtain more comprehensive results.

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