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Increasing Brand Awareness of Precious Metal Trading MSMEs in Samarinda Through SWOT and VPC Analysis of Digital Marketing Strategies (Case Study of EOA Gold)

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Abstract

This study aims to analyze strategies to increase brand awareness of a precious metal trading MSME through digital marketing optimization using SWOT analysis and the Value Proposition Canvas (VPC). The background of this research is the low level of brand awareness among local MSMEs compared to well-known brands, despite having competitive products and services. This study adopts a qualitative descriptive approach with a case study design on EOA Gold, a precious metal MSME located in Samarinda. Data were collected through in-depth interviews with the owner, employees, and customers, supported by observation and documentation. The results show that the main challenge in increasing brand awareness is not product quality, but the lack of effective digital communication, including limited educational content, low transparency, and weak brand identity. The SWOT analysis indicates strong internal potential but significant weaknesses in digital marketing, while the VPC analysis reveals a gap between customer expectations and the value communicated by the business. The integration of these analyses produces strategic recommendations focused on educational content, transparency, and trust-building. This study implies that improving digital marketing strategies is essential for enhancing brand awareness and competitiveness of MSMEs in the precious metals industry.

Keywords: *SWOT, VPC, Digital marketing*

1. Introduction

MSMEs play a vital role in local economic activity, but their ability to compete increasingly depends on how effectively they adopt digital marketing and communicate value to customers. Recent evidence from Indonesia shows that digital marketing and social media can support brand awareness and business sustainability, while international SME research emphasizes that digital marketing capabilities are associated with stronger market and organizational outcomes (Malik et al., 2022; Patma et al., 2021; Wu et al., 2024).

Despite this opportunity, the adoption and strategic use of digital channels among SMEs remain uneven. Research shows that organizational readiness, market pressure, technological conditions, and managerial capabilities shape how SMEs adopt and use digital marketing, while limited digital engagement can prevent firms from realizing the full value of social media (Ali Abbasi et al., 2022; Meier & Peters, 2023; Su et al., 2023). Indonesian evidence similarly indicates that digital marketing can help SMEs extend market reach and improve competitiveness, but capability constraints remain important (Yanto & Aprilian, 2023).

Preliminary observations indicate that consumers in Samarinda are more familiar with established precious-metal brands than with local MSMEs. For a local seller such as EOA Gold, this creates a brand-awareness challenge because recognition is closely related to the consistency and quality of digital exposure, the informativeness of content, and the ability to communicate credible brand cues (Baihaqi & Widodo, 2025; Setya et al., 2024).

Brand awareness is an important component of consumer-based brand equity because recognition and knowledge can shape subsequent consumer responses. Research on social media content shows that information-rich and appropriately designed content can strengthen customer engagement and brand equity, while visual characteristics can influence how audiences respond to organization-generated content (Lee & Park, 2022; Rahman et al., 2022). Transparent communication can also strengthen perceived authenticity and trust, which is particularly relevant when consumers evaluate high-value products and unfamiliar sellers (Yang & Battocchio, 2021).

Recent studies provide evidence that social media marketing is associated with brand awareness and purchase intention in Indonesian markets, including research on consumer products and local brands (Gouwendra & Hermeindito, 2023; Karlita Aprilianti et al., 2023; Suryani & Widiati, 2023) . However, the available literature is still dominated by survey-based studies and established consumer-product contexts. Less attention has been given to how a local precious-metal MSME can diagnose its internal and external conditions and align customer needs with a practical digital value proposition.

Therefore, this study analyzes how EOA Gold, a precious-metal MSME in Samarinda, can strengthen brand awareness through a more targeted and customer-oriented digital marketing strategy. The study combines SWOT analysis to diagnose internal and external conditions with the Value Proposition Canvas (VPC) to align customer jobs, pains, and gains with the value offered by the business. This integration is intended to translate digital marketing findings into actionable strategies for improving visibility, credibility, and competitiveness (Hisyam & Hadiah Fitriyah, 2024; I Gede Marendra et al., 2023; Suwandi et al., 2024).

2. Literature Review

Digitalization has changed how consumers search for information, compare alternatives, and interact with brands. Social media is now an important environment for customer engagement and digital marketing research, making the quality and strategic use of digital content increasingly relevant to brand-related outcomes (Li et al., 2023; Lim et al., 2021). For SMEs, however, simply having a digital account does not guarantee effective marketing performance because adoption is influenced by organizational readiness, capabilities, and competitive conditions (Ali Abbasi et al., 2022; Su et al., 2023).

Social media can support brand awareness by increasing exposure and enabling consumers to access brand-related information repeatedly. Indonesian studies report positive relationships between social media marketing, brand awareness, and purchase intention, while research using actual social media content shows that information richness and content characteristics can influence engagement and brand equity (Baihaqi & Widodo, 2025; Karlita Aprilianti et al., 2023; Lee & Park, 2022; Malik et al., 2022; Rahman et al., 2022).

Content strategy is therefore not limited to promotional frequency. Studies of brand-related social media content indicate that different content types and user motivations generate different engagement responses, and research on emerging-market SMEs highlights the importance of relevant information, high-quality visual content, and interactivity (Ciunova-Shuleska et al., 2022; Lestari & Fasa, 2025; Senanu et al., 2023). For EOA Gold, educational content about product characteristics, pricing, authenticity, and transaction procedures is consequently relevant to reducing information gaps.

Brand knowledge and authenticity are also important when consumers evaluate brands that they do not know well. Research shows that brand awareness can contribute to purchase intention, while perceived authenticity can strengthen customer engagement and behavioral responses (Kumar & Kaushik, 2022). These findings suggest that increasing awareness should be accompanied by credible evidence of product quality and consistent brand communication rather than relying on recognition alone.

Consumer trust is particularly relevant to high-value transactions because customers need credible information before accepting the value claims of an unfamiliar seller. Experimental evidence shows that transparent brand communication can strengthen perceived authenticity, trust, and behavioral intention, while research on social and informational support indicates that richer interactions can contribute to engagement and brand equity (Jiao et al., 2024; Yang & Battocchio, 2021). Thus, transparency, authenticity evidence, and responsive communication are treated in this study as practical trust-building mechanisms rather than as abstract promotional claims.

Digital marketing can consequently serve both promotional and relational functions. Social media enables firms to distribute information, respond to customers, and develop customer-oriented interactions. Studies of SMEs show that social media use can strengthen customer relationships, co-creation, brand-related outcomes, and firm performance when it is used strategically rather than merely as a broadcasting channel (Marolt et al., 2022; Perera et al., 2023).

The Value Proposition Canvas provides a customer-centered framework for translating these issues into a structured value proposition. The framework distinguishes customer jobs, pains, and gains from the business's products and services, pain relievers, and gain creators. Recent Indonesian applications show that VPC can be used with interviews and observation to redesign offerings around customer profiles and unmet needs (Suwandi et al., 2024).

SWOT analysis complements VPC by organizing internal strengths and weaknesses and external opportunities and threats. Recent MSME studies demonstrate its usefulness for diagnosing marketing conditions and formulating strategic alternatives, including in local-product and creative-industry settings (Marendra et al., 2023).

3. Research Methodology

3.1. Research Types and Approaches

This study uses a qualitative descriptive approach because it aims to describe the actual conditions of a precious metal MSME in Samarinda and analyze its branding and digital marketing strategies using a combination of SWOT analysis and the Value Proposition Canvas (VPC).

SWOT analysis is used to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats) that influence the business's ability to build brand awareness amid competition dominated by large brands. Meanwhile, VPC is used to gain an in-depth understanding of customer needs, including customer jobs, pains, and gains, as well as how the business can design value propositions that are more relevant and trusted by consumers.

By integrating these two approaches, this study aims to formulate a realistic digital marketing strategy that is contextually appropriate and capable of increasing brand awareness and strengthening public trust. The qualitative approach allows the researcher to explore behavior patterns, marketing practices, and customer perceptions in a more in-depth and contextual manner.

3.2. Data Sources and Types

The data used in this study consist of primary and secondary data. Primary data were obtained through in-depth interviews with the owner, employees, and customers of EOA Gold to explore information related to branding strategies, marketing processes, digital marketing constraints, and customer needs. In addition, direct observations were conducted on both physical store activities and digital channels such as Instagram and WhatsApp Business to understand how marketing activities and interactions with consumers occur.

Secondary data were obtained from public documents such as reports from the Central Statistics Agency (BPS), the Ministry of Cooperatives and SMEs, scientific journals, and other relevant literature related to branding, digital marketing, SWOT, and VPC. These data were used to strengthen the analysis and ensure that the findings are consistent with the broader industry context.

3.3. Research Analysis and Sample Unit

The unit of analysis in this study is EOA Gold, a precious metal trading MSME in Samarinda. The research subjects consist of the business owner, employees, and customers who are directly involved in business operations and transactions.

The sample was determined using purposive sampling, in which the researcher selected EOA Gold based on the following criteria:

- Actively conducting buying and selling transactions
- Having digital marketing activities (Instagram/WhatsApp Business)
- Willing to provide information related to business operations and marketing strategies

This selection aims to obtain relevant and in-depth data regarding digital marketing practices and branding strategies in the context of a local MSME.

3.4. Data Collection Techniques

Data collection in this study was carried out through several stages. First, the researcher conducted in-depth interviews with the owner, employees, and customers of EOA Gold to explore their perceptions regarding challenges in building brand awareness, the digital marketing strategies used, and customer expectations.

Second, direct observations were conducted on both physical store operations and digital channels. This observation aims to see how marketing activities are carried out, how interactions between sellers and customers occur, and how the business presents its brand on digital platforms.

Third, documentation was collected in the form of photos, promotional materials, price catalogs, and social media content, which serve as supporting evidence of digital marketing activities. In addition, literature studies were conducted to strengthen the theoretical basis related to brand awareness, digital marketing, SWOT, and VPC.

3.5. Data Analysis Techniques

Data analysis in this study was conducted through a combination of qualitative thematic analysis, SWOT analysis, and Value Proposition Canvas (VPC). Data obtained from interviews, observations, and documentation were first reduced and categorized to identify key patterns related to branding and digital marketing. SWOT analysis was then used to identify internal strengths and weaknesses as well as external opportunities and threats faced by EOA Gold.

Furthermore, VPC was applied to map customer needs, including customer jobs, pains, and gains, and to align them with the value offered by the business through pain relievers and gain creators. The results of these analyses were then integrated to formulate digital marketing strategies, including SO, WO, ST, and WT strategies, aimed at increasing brand awareness and strengthening consumer trust.

3.6. Data Validity Techniques (Tambahan Revise Reviewer)

To ensure the validity of the data, this study applies triangulation techniques, including:

- **Source triangulation**, by comparing information from owners, employees, and customers
- **Method triangulation**, by combining interviews, observations, and documentation
- **Cross-checking data**, to ensure consistency between primary and secondary data

These techniques are used to enhance the credibility and reliability of the research findings.

3.7. Research Analysis Output

This study produced several key findings. First, a comprehensive SWOT analysis of the condition of precious metal MSMEs in Samarinda, covering internal and external factors that influence efforts to increase brand awareness. Second, a Value Proposition Canvas that describes in detail consumer needs, the obstacles they face, and relevant value propositions that MSMEs can offer. Third, this study formulates a digital marketing strategy that business actors can implement to increase visibility, credibility, and public trust in their brands. Fourth, this study provides practical implications that SMEs can use as a guide in strengthening their branding and increasing competitiveness in the precious metals market.

4. Result and Discussion

4.1 Profile and Initial Findings from Interviews with Precious Metal MSME Actors in Samarinda

This study focuses on **EOA Gold**, a precious metal trading MSME located in Samarinda. The business was selected based on its active operations, digital presence, and willingness to participate in this research. Data were collected through in-depth interviews, observations, and documentation.

In general, the findings show several consistent conditions:

- The products offered have adequate quality standards (appropriate gold purity and basic documentation)
- Services are personalized and flexible, including price negotiation and consultation
- Digital marketing activities are still limited and not managed strategically
- Transactions are predominantly conducted offline

These findings indicate that EOA Gold has strong business potential in terms of product and service quality. However, this potential has not been maximized due to limitations in digital marketing capabilities and branding strategies. The lack of structured digital communication causes the business to be less visible and less trusted by new consumers.

4.2 Interviews with the Owner, Employees, and Customers

4.2.1 Interview with the Owner of EOA Gold

Table 4.1 Interview Results with EOA Gold Owner

Interview Aspects	Key Findings
Business Background	Established in 2022 as a small-scale business focusing on gold bars, jewelry, and gold testing services
Product Condition	Products meet standard quality; use simple packaging and manual invoices; no digital certification yet
Digital Marketing	Uses Instagram & WhatsApp; content limited to pricing; no structured strategy
Main Problems	Low consumer trust; difficulty competing with major brands; lack of digital marketing knowledge
Expectations	Increase trust, expand market reach, and build a professional brand identity

Source: Processed Data (2025)

The interview results show that EOA Gold operates in a relatively stable condition with competitive products and services. However, the main challenge faced by the business is not related to product quality, but rather to its inability to build consumer trust, especially among new customers.

One of the main issues identified is the lack of digital proof of authenticity, such as certificates or clear documentation that can be accessed by consumers online. In the precious metals industry, where trust is crucial, the absence of such information creates uncertainty and hesitation among potential buyers.

In addition, digital marketing practices are still very basic and not strategically planned. Social media is mainly used to display product prices without providing educational or persuasive content. This limits the ability of the business to communicate its value proposition effectively. Overall, these findings indicate that EOA Gold has strong internal potential, but lacks the digital capability and branding strategy needed to compete in a more modern and competitive market.

4.2.2 Interview with Employees/Operational Staff

Table 4.2 Results of Interviews with Employees/Operational Staff

Interview Aspects	Findings
Operational Tasks	Customer service, inventory management, uploading content
Brand Understanding	Branding seen only as product display and price
Digital Skills	Able to create simple content but lack design and strategy
Difficulties	Do not know what content to create; no clear guidelines
Customer Behavior	Customers frequently ask about authenticity and certification

Source: Processed Data (2025)

The results of the employee interviews indicate that the digital capacity of EOA Gold is still at a basic level. Employees primarily focus on operational activities; while branding and digital marketing are not yet considered strategic functions. The lack of understanding of branding concepts leads to content that is monotonous and not engaging. Employees tend to view social media as a tool for posting product prices rather than as a platform for building relationships with customers.

Another important finding is that employees frequently encounter customer concerns regarding product authenticity and credibility. This suggests that there is a clear demand for more informative and educational content that can address these concerns. These findings highlight those internal limitations, particularly in digital skills and branding knowledge, play a significant role in weakening the overall marketing effectiveness of the business.

4.2.3 Interview with MSME Customers

Table 4.3 Results of Interviews with MSME Customers

Theme	Findings	Impact
Product Authenticity	Trust major brands more	Need proof of authenticity
Information Source	Mostly from recommendations	Low digital awareness
Digital Content	Considered uninformative	Need educational content
Buying Reasons	Flexible pricing & service	Strength to highlight
Concerns	Fear of fraud	Need transaction security

Source: Processed Data (2025)

Customer interviews reveal that trust is the most important factor influencing purchasing decisions. Most customers prefer well-known brands because they provide clear guarantees of authenticity and credibility. EOA Gold, on the other hand, is perceived as lacking sufficient digital information, particularly regarding certification, pricing transparency, and transaction security. As a result, consumers tend to rely more on personal recommendations rather than digital platforms when considering purchases.

Customers also expressed the need for more informative and educational content. They expect businesses to provide explanations about product quality, pricing mechanisms, and transaction procedures. These findings indicate that the main issue is not the product itself, but the lack of effective communication that can build trust and confidence among consumers.

3. SWOT Analysis Results

Table 4.4 SWOT Analysis of EOA Gold

Strengths	Weaknesses
Flexible pricing	Limited digital content
Personalized service	Weak brand identity
Fast transactions	Lack of transparency
Customer relationships	Dependence on offline marketing

Opportunities	Threats
Growth of social media	Strong competitors
Increasing gold investment	Fraud concerns
Digital business tools	Price volatility

Source: Processed Data (2025)

The SWOT analysis provides a comprehensive overview of the internal and external conditions faced by EOA Gold in developing its brand awareness and digital marketing strategy. From the internal perspective, EOA Gold demonstrates several significant strengths. One of the main strengths is pricing flexibility, which allows the business to adjust prices based on market conditions and customer negotiations. This flexibility becomes a competitive advantage compared to larger brands that tend to have fixed pricing structures. In addition, personalized service is another key strength, where customers can directly interact with the seller, receive consultation, and negotiate transactions. This creates a more personal relationship that can increase customer loyalty.

Furthermore, fast transaction processes and close relationships with customers also contribute positively to the business. These strengths indicate that EOA Gold has strong potential in terms of customer experience and service quality. However, these advantages are mostly experienced by existing customers and are not effectively communicated to potential customers through digital platforms. On the other hand, the internal weaknesses present more critical challenges. One of the most prominent weaknesses is the limited ability to create quality digital content. The business lacks structured and engaging content that can attract attention and build brand awareness. In addition, the absence of a clear brand identity, such as consistent visual elements, messaging, and positioning, makes it difficult for consumers to recognize and remember the brand.

Another important weakness is the lack of transparency in digital information, especially regarding product authenticity, pricing, and transaction procedures. In the precious metals industry, transparency is a key factor in building trust. Without clear and accessible information, consumers tend to hesitate and prefer more established brands. Moreover, the dependence on offline marketing and word-of-mouth further limits the business's ability to expand its market reach. From the external perspective, EOA Gold faces several promising opportunities. The increasing use of social media and digital platforms provides a significant opportunity to reach a wider audience and improve brand visibility. Additionally, the growing public interest in gold investment creates a favorable market condition for the business. The availability of digital tools such as Instagram, WhatsApp Business, and online catalogs also offers opportunities to improve communication and transaction efficiency.

However, these opportunities are accompanied by considerable threats. One of the main threats is the strong competition from well-established brands, which already have high levels of trust, clear certification systems, and strong digital presence. Consumers tend to prefer these brands because they are perceived as more secure and reliable.

Another critical threat is the increasing concern about online fraud, particularly in the precious metals market. This issue significantly affects consumer trust, especially toward lesser-known businesses. In addition, gold price volatility can influence purchasing behavior, making consumers more cautious and selective in choosing sellers. Overall, the SWOT analysis highlights a significant imbalance between internal strengths and external challenges. While EOA Gold has strong advantages in product and service aspects, its weaknesses in digital marketing and branding limit its ability to compete effectively in the market.

4. Analysis Results Value Proposition Canvas (VPC)

Table 4.5 Customer Profile Mapping Results – Samarinda Gold Consumers

Customer Jobs	**Pains**	**Gains**
Buying gold	Fear of fraud	Authenticity guarantee
Comparing prices	Lack of trust	Transparent pricing
Fast transaction	Lack of info	Clear explanation

Source: Processed Data (2025)

Table 4.6 Results of the Precious Metal MSME Value Map Mapping

Products/Services	**Pain Relievers**	**Gain Creators**
Gold sales	Proof of authenticity	Educational content
Buyback	Transparent pricing	Discounts

Consultation	Guarantee	Fast response
Gold testing	Secure procedures	Testimonials

Source: Processed Data (2025)

The Value Proposition Canvas (VPC) analysis provides a deeper understanding of the relationship between customer expectations and the value offered by EOA Gold. This analysis is essential in identifying whether the business has effectively addressed customer needs, particularly in a high-risk industry such as precious metals.

From the customer profile, it can be observed that consumers primarily engage in purchasing gold for long-term investment purposes. This indicates that customers are not only seeking products but also security and reliability in their transactions. One of the most dominant customer pains is the fear of counterfeit products and fraudulent transactions. This concern is highly relevant in the gold market, where authenticity and trust are critical factors influencing purchasing decisions. In addition, customers experience uncertainty due to a lack of trust in lesser-known sellers, limited knowledge about gold products, and insufficient information regarding pricing and transaction processes. These issues create hesitation and reduce the likelihood of purchase, especially when consumers compare local MSMEs with well-established brands.

On the other hand, the expected gains highlight that customers seek assurance, transparency, and convenience. They expect clear proof of authenticity, transparent and updated pricing, easy-to-understand product information, and evidence of credibility such as testimonials or reviews. These expectations reflect the importance of information accessibility and trust-building in the digital environment. From the value map perspective, EOA Gold has already provided several relevant products and services, such as gold sales, buyback services, consultation, and gold testing. However, the effectiveness of these offerings depends on how well they are communicated to customers.

In terms of pain relievers, EOA Gold has the potential to address customer concerns by providing proof of authenticity, displaying transparent pricing, and ensuring secure transaction procedures. However, these elements are not yet fully optimized, especially in digital channels. The absence of visible certification, limited educational content, and lack of clear transaction guidelines reduce the effectiveness of these pain relievers. Meanwhile, the gain creators offered by EOA Gold include competitive pricing, personalized consultation, fast response services, and potential use of customer testimonials. These aspects can create additional value for customers by improving their overall experience and satisfaction. However, similar to the pain relievers, these benefits are not yet maximized due to limited digital communication and content strategy.

Overall, the VPC analysis reveals a significant gap between customer expectations and the value communicated by the business. While EOA Gold has the capability to meet customer needs, its current digital practices do not effectively convey these strengths. Therefore, improving the alignment between customer needs and value delivery—particularly through digital platforms—is essential to enhance brand awareness and consumer trust.

5. Integration of SWOT and VPC in Strategy Formulation

Based on the integration of these two analyses, it was found that MSME brand awareness can be increased through the following strategies:

Tabel 4.7 Integrative Strategy Formulation

Strategy	**Description**

SO	Educational content & collaboration
WO	Build brand identity & digital tools
ST	Emphasize authenticity & security
WT	SOP content & testimonials

Source: Processed Data (2025)

The integration of SWOT analysis and the Value Proposition Canvas (VPC) results in a set of more targeted and strategic recommendations for improving brand awareness and digital marketing effectiveness at EOA Gold. This integration ensures that the strategies not only consider internal and external business conditions but also align with customer needs and expectations.

The SO (Strength–Opportunity) strategy focuses on leveraging the internal strengths of EOA Gold to capitalize on external opportunities. For example, the business can utilize its personalized service and flexible pricing to create educational and engaging digital content, such as daily gold price updates, investment tips, and product explanations. Additionally, the increasing use of social media provides an opportunity to expand market reach and improve brand visibility through consistent and informative content.

The WO (Weakness–Opportunity) strategy aims to overcome internal weaknesses by taking advantage of external opportunities. One of the key strategies is to develop a clear and consistent brand identity, including visual elements, communication tone, and brand positioning. Furthermore, the use of digital tools such as Instagram Shopping and WhatsApp Business catalogs can improve product visibility, pricing transparency, and ease of transaction. This strategy is important to enhance the professionalism and credibility of the business.

The ST (Strength–Threat) strategy focuses on using internal strengths to mitigate external threats. In this context, EOA Gold can emphasize its strengths—such as personalized service and competitive pricing—while simultaneously addressing major threats like consumer distrust and competition from large brands. This can be achieved by providing clear proof of product authenticity, showcasing certificates, and creating content related to transaction security. These efforts can help build trust and differentiate the business from competitors.

The WT (Weakness–Threat) strategy aims to minimize weaknesses and avoid potential threats. One important step is to develop standard operating procedures (SOPs) for digital marketing, ensuring consistency in content creation and posting schedules. In addition, collecting and displaying customer testimonials and reviews can help build initial trust, especially among new consumers who are unfamiliar with the brand.

Overall, the strategy formulation highlights that the most critical aspect in increasing brand awareness is strengthening digital communication that focuses on transparency, education, and trust-building. By implementing these strategies consistently, EOA Gold can improve its brand visibility, enhance consumer trust, and compete more effectively with established brands in the precious metals industry.

4.2 Discussion

The results indicate that the main challenge faced by EOA Gold in building brand awareness is not primarily product quality, but the limited strategic use of digital marketing and the weak communication of existing value. This interpretation is consistent with recent SME research showing that digital marketing outcomes depend on organizational capabilities, readiness, and the strategic use of digital channels (Meier & Peters, 2023; Wu et al., 2024) (Wu et al., 2024; Meier & Peters, 2023).

EOA Gold's current digital activity is concentrated on basic product and price information, with limited educational or trust-building content. This condition is consistent with Indonesian evidence that digital marketing can strengthen brand awareness when content and platform use are managed strategically (Baihaqi & Widodo, 2025; Malik et al., 2022; Setya et al., 2024). The finding also supports the argument that social media should be treated as more than a low-cost promotional outlet.

The customer interviews further show that unfamiliarity with EOA Gold encourages consumers to rely on established brands and personal recommendations. This finding is compatible with research linking brand awareness and social media marketing with purchase intention in Indonesian consumer markets (Karlita Aprilianti et al., 2023). For EOA Gold, the implication is that increasing recognition should be accompanied by information that makes the brand easier to evaluate.

The importance of authenticity and trust is also evident in the customer interviews. Customers requested evidence of authenticity, clearer pricing, and transaction security. This finding is consistent with evidence that transparent brand communication can increase perceived authenticity and trust and can subsequently influence behavioral responses (Yang & Battocchio, 2021). It also aligns with recent research showing that informational support and customer engagement can contribute to stronger brand-related outcomes in digital environments (Jiao et al., 2024).

The VPC analysis reveals a mismatch between customer expectations and the value communicated by EOA Gold. Customers seek authenticity assurance, transparent prices, understandable information, and secure transactions, whereas several of these value elements are not sufficiently visible in digital channels. This finding is consistent with the customer-centered logic of VPC and with evidence that transparent information can strengthen authenticity and consumer responses (Suwandi et al., 2024; Yang & Battocchio, 2021).

The SWOT analysis shows that EOA Gold possesses useful internal strengths, including flexible pricing, personalized service, fast transactions, and close customer relationships, but has weaknesses in digital content, brand identity, and transparency. Similar SWOT-based MSME studies demonstrate the value of matching internal capabilities with external market conditions when formulating marketing strategies (Maharani, 2021; Marendra et al., 2023).

The integration of SWOT and VPC is the main strategic contribution of the study. SWOT identifies the business conditions, while VPC converts customer concerns into specific value-delivery priorities. This logic is consistent with contemporary research showing that digital marketing capabilities, social media richness, and strategic use of social media can strengthen brand-related and competitive outcomes among SMEs (Chatterjee et al., 2024; Laradi et al., 2024; Perera et al., 2023; Shandy et al., 2023).

Overall, the findings suggest that EOA Gold's strategic problem is not the absence of a competitive product offering, but the limited ability to communicate its value through digital channels. Improving educational content, transparency, brand identity, and customer interaction is therefore more appropriate than simply increasing promotional frequency. This conclusion is consistent with recent evidence that digital marketing effectiveness depends on strategic adoption, content relevance, and organizational capability (Laradi et al., 2024; Su et al., 2023).

5. Conclusion

This study analyzed strategies for increasing brand awareness of EOA Gold, a precious-metal MSME in Samarinda, through the integration of SWOT analysis and the Value Proposition Canvas (VPC). The analysis combined interviews, observation, documentation, and literature evidence to identify the business's digital marketing gap and translate it into customer-oriented strategic recommendations.

First, the main challenge is not the quality of the products and services identified in the case, but the limited strategic use of digital marketing and the weak communication of existing value. The finding supports recent SME research emphasizing that digital marketing performance depends on capabilities and strategic use rather than on digital presence alone.

Second, the SWOT analysis identifies flexible pricing, personalized service, fast transactions, and customer relationships as strengths, while limited digital content, weak brand identity, low transparency, and dependence on offline marketing are key weaknesses. The external environment offers opportunities through expanding digital platforms and market interest, but competition and fraud concerns remain threats. This type of internal–external diagnosis is consistent with recent SWOT-based MSME research.

Third, the VPC analysis shows that customers prioritize authenticity, transparency, understandable information, and transaction security. The gap is therefore located mainly in how existing value is communicated and evidenced through digital channels. Research on transparent communication and brand authenticity supports the importance of credible information for strengthening consumer responses.

Fourth, the integrated strategy prioritizes educational content and collaboration (SO), stronger brand identity and digital tools (WO), authenticity and security communication (ST), and standardized content procedures and testimonials (WT). These recommendations translate the SWOT diagnosis into customer-oriented actions through VPC and are consistent with evidence that digital marketing strategy, social media capability, and customer-oriented value communication can strengthen SME competitiveness.

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