
Digital Marketing Communication Strategy of NDM Studio in Maintaining Business Existence Amid Photography Industry Competition

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Abstract

This study analyzes the digital marketing communication strategy implemented by NDM Studio to maintain its business existence amidst intense competition in the photography industry. Employing a qualitative approach with a case study design, data were gathered through in-depth interviews, direct observation, and documentation, then analyzed using an interactive model of data reduction, display, and conclusion drawing. The findings reveal that NDM Studio utilizes Instagram and its official website as integrated communication media. Instagram serves as a platform to showcase portfolios, promote services, and engage audiences through visual content, while the website functions as a formal channel providing structured information and service packages to enhance business credibility. This strategic use of digital platforms enables NDM Studio to strengthen its brand identity, build consumer trust, and remain competitive. The study concludes that an integrated digital marketing communication strategy plays a significant role in sustaining local photography businesses. These findings contribute to marketing communication literature by providing empirical insights into how small creative enterprises leverage digital platforms to ensure business continuity in competitive environments.

Keywords– Digital Marketing Communication, Social Media, Photography Studio, Business Sustainability



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1. Introduction

The rapid development of the digital economy has fundamentally reshaped the landscape of the creative industries, forcing a paradigm shift in how photography services approach the market. Traditionally, a photographer's success was measured almost exclusively by technical prowess and the innate artistic quality of their portfolio; however, in the modern era, these attributes alone are insufficient for survival. The contemporary photography business now operates within a digital-first ecosystem where the ability to implement sophisticated marketing communication strategies is just as vital as the ability to capture a compelling image. As digital platforms become the primary arenas for commerce, studios must move beyond simple transactions and focus on communicating their unique value propositions and building a robust brand identity. This shift is essential for maintaining business existence amid a saturated market, where the ability to articulate "why" a brand exists is often what distinguishes a thriving studio from one that is struggling to remain relevant.

In this digitized environment, marketing communication serves as the connective tissue between the studio's creative vision and the consumer's needs, functioning as Kotler and Keller suggest to inform, persuade, and remind. This process has evolved from a one-way broadcast into an interactive, content-driven dialogue facilitated by social media and professional websites. For photography businesses, this evolution is particularly impactful because it allows them to reach expansive global and local audiences at a fraction of the cost of traditional advertising. Continuous engagement has become the new standard, where the goal is not just to sell a one-time session but to cultivate a community around the brand's aesthetic. By leveraging these digital touchpoints, photographers can shape consumer perceptions in real-time, influencing purchasing decisions by showcasing not just the final product, but the experience, professionalism, and credibility that come with their specific service.

The urgency of adopting these strategies is further compounded by the democratization of photographic technology, which has significantly lowered the

barriers to entry in the industry. With high-quality digital cameras and sophisticated editing software becoming increasingly accessible to hobbyists and newcomers, the market has seen an influx of competitors, creating a crowded and often fragmented landscape. To navigate this intense competition, professional studios must differentiate themselves through a dual-pronged digital approach: utilizing Instagram as a dynamic, visual storytelling tool to display portfolios and foster direct audience interaction, while maintaining a formal website to serve as a hub of professional legitimacy. While Instagram provides the emotional hook and immediate visual appeal, the website offers the structured information and service transparency that convert a casual follower into a committed client, ensuring that the business appears both accessible and authoritative.

Despite the wealth of existing literature on digital marketing, most academic focus has been directed toward large-scale enterprises and global brands with massive advertising budgets. This leaves a significant gap in our understanding of how small and medium-sized photography studios, which often operate in localized and hyper-competitive markets, can effectively compete. These local creative businesses face unique challenges, such as limited marketing resources and a heavy reliance on local reputation, making their digital strategy even more critical. There is a pressing need for empirical research that explores how these smaller players strategically utilize digital tools to carve out a niche and sustain long-term growth. Understanding the nuances of these localized strategies will provide a much-needed roadmap for creative entrepreneurs looking to turn their artistic passion into a sustainable digital-age enterprise.

2. Method

This study employed a rigorous qualitative research approach utilizing a case study design to investigate the intricacies of the digital marketing communication strategy implemented by NDM Studio. The selection of a qualitative framework was deliberate, aimed at securing an in-depth understanding of the specific communication practices, strategic considerations, and various contextual factors that influence the studio's efforts to sustain its

business presence within a saturated photography market. NDM Studio was chosen as the primary research subject due to its proactive and consistent utilization of digital platforms specifically Instagram and its official website as its core communication vehicles. As a local creative enterprise operating in a highly competitive environment, NDM Studio provides a representative model for exploring how digital channels can be leveraged to bridge the gap between artistic service delivery and market visibility, allowing for a nuanced exploration of how small-scale businesses navigate the complexities of the digital economy.

The data collection process was designed to be multifaceted, ensuring a high degree of data richness and credibility through the integration of multiple qualitative techniques. Primary data were gathered through in-depth interviews with key informants responsible for the studio's marketing and communication management, providing a "behind-the-scenes" look at strategic planning, the creative logic behind content production, and the specific rationale for platform selection. These insights were complemented by direct observations of the studio's digital footprint, specifically examining the frequency, aesthetics, and management style of their Instagram feed and website interface. Furthermore, documentation in the form of digital archives, promotional materials, and online visual displays was systematically gathered and analyzed. This triangulation of interviews, observations, and archival data was essential for minimizing subjectivity and ensuring that the findings were grounded in a holistic view of the studio's operational reality.

The analytical phase followed an interactive model consisting of data reduction, data display, and conclusion drawing to ensure a systematic interpretation of the findings. During the reduction stage, the vast amount of raw information was meticulously filtered to highlight relevant patterns in digital marketing strategies, which were then categorized and organized into a coherent narrative form. This structured display allowed for a clearer interpretation of how specific digital actions correlate with business sustainability and consumer engagement. To ensure the trustworthiness and validity of the results, a continuous triangulation process was maintained, comparing the verbal accounts

of the informants with the physical evidence found on digital platforms. This methodological rigor allowed the study to draw meaningful conclusions regarding the strategic implications of digital communication, ultimately providing a comprehensive examination of how a local photography business can successfully navigate the digital landscape to ensure long-term viability.

3. Result and Discussion

The findings of this study demonstrate that NDM Studio has successfully implemented a sophisticated and integrated digital marketing communication strategy, positioning Instagram and its official website as the dual pillars of its promotional efforts. This strategic alignment is designed not only to broadcast services but to meticulously convey a coherent brand identity that resonates with a modern, digitally-savvy audience. By managing these platforms as interconnected channels rather than isolated tools, the studio ensures that every piece of visual content, every line of informational text, and every interactive touchpoint works in harmony to maintain business existence. This synergy between platforms allows the studio to cut through the noise of an oversaturated photography market, proving that sustainability in the digital age depends on a brand's ability to remain visible, credible, and consistently engaging.

Instagram serves as the studio's primary visual engine and front-line promotional medium, capitalizing on the platform's inherent focus on aesthetics and real-time interaction. NDM Studio leverages this platform to curate a digital gallery that does more than just display photographs; it communicates a standard of service quality and reinforces brand recognition through a carefully maintained visual narrative. By employing elements of storytelling and maintaining high aesthetic consistency, the studio captures the fleeting attention of potential clients and converts passive scrolling into active brand interest. This aligns with the theoretical frameworks of Kaplan and Haenlein, which suggest that social media allows businesses to transcend traditional advertising by presenting symbolic and experiential values that foster a deeper emotional connection with the audience.

Beyond mere promotion, Instagram functions as a critical tool for relationship marketing and community building. NDM Studio utilizes interactive features such as stories, comments, and direct messaging to transition from a one-way broadcaster to an active participant in a digital dialogue. This continuous engagement creates a sense of accessibility and trust, which is often the deciding factor for consumers in the creative services sector. By providing regular content updates that offer a glimpse into the studio's creative process and behind-the-scenes operations, the studio humanizes its brand, transforming a sterile business transaction into a personalized relationship. This ongoing interaction ensures that the studio remains at the forefront of the consumer's mind, effectively building brand loyalty before a booking is even made.

To complement the dynamic and fast-paced nature of social media, NDM Studio utilizes its official website as a foundational anchor for professional legitimacy and structured information. While Instagram provides the initial "hook" through visual appeal, the website serves as a comprehensive repository where potential clients can find detailed service packages, extensive portfolios, and formal business profiles. This platform is essential for the consumer's decision-making journey, as it offers the depth and clarity that social media often lacks. In the realm of digital marketing communication, the website acts as a trust-building instrument, providing the "professional weight" necessary to move a lead through the final stages of the sales funnel, thereby reinforcing the studio's status as a legitimate and high-end service provider.

The strategic combination of Instagram's interactivity and the website's formality creates a robust integrated communication framework that reflects the best practices of contemporary digital marketing. This dual-layered approach allows NDM Studio to enjoy the best of both worlds: the broad, viral reach of social media and the authoritative, centralized control of a private domain. This integration ensures that the brand messaging remains consistent across different touchpoints, which is vital for building brand equity. When a consumer experiences the same aesthetic and professional tone on a mobile app as they do on a desktop site, it reinforces brand recall and reduces the perceived risk

associated with hiring a creative service, ultimately stabilizing the studio's market position.

The findings further reveal that such digital strategies are particularly transformative for small and local creative enterprises that must operate within the constraints of limited marketing budgets. Unlike large corporations that can afford massive multi-channel advertising campaigns, NDM Studio relies on organic reach, content optimization, and strategic platform management to remain competitive. This study highlights how cost-efficient digital tools can level the playing field, allowing a local studio to reach a wider geographic audience without the traditional overhead of physical expansion. The ability to adapt to shifting consumer behaviors where clients now research, vet, and contact photographers almost exclusively through digital interfaces is what allows NDM Studio to remain a relevant and resilient player in the local economy.

The research underscores that the integration of social media and website-based communication is not merely a modern convenience but a pivotal survival strategy for photography businesses. The results extend existing academic discourse by providing qualitative evidence that local creative businesses use these platforms as long-term sustainability tools rather than short-term promotional gimmicks. By strategically balancing visual storytelling with professional transparency, NDM Studio demonstrates a model of digital resilience that other small-scale creative entrepreneurs can emulate. Ultimately, the study confirms that in the high-stakes environment of the digital economy, the successful management of one's digital presence is the primary driver of long-term business viability and growth.

4. Conclusion

This study comprehensively demonstrates that digital marketing communication strategies are no longer optional but are fundamental pillars for maintaining the competitive existence of local photography businesses within an increasingly saturated industry. The research reveals that NDM Studio's integrated approach leveraging the distinct strengths of both Instagram and an

official website creates a synergistic effect that allows the business to articulate its unique brand identity and value proposition with precision. Instagram serves as the studio's dynamic, front-facing visual engine, facilitating immediate portfolio exposure and fostering real-time audience interaction through its native storytelling features. Conversely, the official website acts as a stabilizing force of professional legitimacy, providing the structured information, transparent service packages, and formal credibility necessary to guide potential clients through the final stages of the decision-making process. By successfully merging the emotional, visual appeal of social media with the authoritative formality of a dedicated website, NDM Studio has established a robust digital ecosystem that ensures it remains visible and relevant to its target demographic.

Beyond mere visibility, the integration of these digital platforms serves as a catalyst for long-term business sustainability by strengthening brand recognition and building deep-seated consumer trust without the necessity for massive capital expenditure. For local creative enterprises, this strategic optimization of digital tools provides a vital mechanism for adapting to rapid shifts in consumer behavior and navigating the volatile dynamics of the modern marketplace. This study highlights that digital marketing communication should be viewed not as a series of isolated promotional activities, but as a deliberate, long-term strategic investment that supports overall business continuity and resilience. Theoretically, this research enriches the field of marketing communication by offering rare qualitative insights into how small-scale creative ventures can implement integrated strategies effectively. Practically, the findings provide a scalable roadmap for photographers and other creative professionals to maximize their digital footprint. To build upon these results, future research should consider comparative analyses across various creative sectors or employ quantitative methodologies to measure the specific conversion rates and ROI of these integrated digital communication strategies.

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