

Strategy Marketing 5.0 Use Increase Sale Natural Stone Business Actors In Cirebon (Dhafin Stone Case Study)

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) are a vital pillar of Indonesia's economy, contributing more than 60% of Gross Domestic Product (GDP) and absorbing roughly 97% of the national workforce. Natural stone—including marble, granite, andesite, limestone, palimanan, templek, and breccia—is a promising yet underdeveloped commodity within the construction and decoration industry. Despite strong market demand, growth in this sector is constrained by two main factors: limited consumer understanding of material variety and the continued reliance on conventional marketing methods. This study develops a Marketing 5.0-based strategy that combines advanced technologies (Artificial Intelligence, Big Data, and the Internet of Things) with a human-centric approach to accelerate market penetration and consumer education. A descriptive qualitative case-study approach was applied to Dhafin Stone, a natural stone MSME in Cirebon. Primary data were collected through in-depth interviews with the business owner and questionnaires administered to loyal customers with at least three years of retention, while secondary data comprised sales records from 2019–2024. The findings show that Dhafin Stone's shift toward Marketing 5.0 can be achieved through customer-data-driven service personalization and the use of interactive digital platforms for product education. This approach effectively broadens market reach, strengthens brand awareness for local commodities, and sustains customer retention in the digital era.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) occupy a strategic position as a pillar of stability and growth of the Indonesian national economy. According to data from the Directorate General of Treasury (DJPb), this sector contributes more than 60% of Gross Domestic Product (GDP) and absorbs approximately 97% of the national workforce. Amidst the dynamics of the construction, property, and creative economy sectors, natural stone MSMEs hold promising market opportunities. Trends in industrial and biophilic architectural

design are driving increased demand for natural materials such as marble, granite, andesite, limestone, palimanan, templek, and breccia, given their superior durability and aesthetic value that are difficult to match with synthetic materials.

This market growth is also reflected in macro data on the national construction sector. The Central Statistics Agency (BPS) recorded the construction sector's contribution to surpass 10% of GDP in the final quarter of 2024, while the ASEAN Briefing projects that Indonesia's construction market value has the potential to reach 10% of GDP. exceed USD 535 billion by 2030, driven by infrastructure, housing, and industrial development (Indonesian Contractors Association, 2025). This situation directly opens up opportunities for natural building materials—including andesite, marble, and granite—as more durable and aesthetic alternatives to synthetic materials.

However, the national digitalization of MSMEs is still lagging behind the target. launched. Ministry Cooperative And SMEs take notes new around 25.5 million MSMEs Which transition to a digital ecosystem by July 2024, while the government's target for the same year is 30 million MSMEs (Ayudiana, 2024). This gap indicates that MSMEs in the manufacturing sector heavy like rock natural Still left behind in utilization technology marketing digital conditions that are also apparent in Dhafin Stone's marketing practices, which are still conventional.

Majalengka City is widely known as the largest natural stone industry center in Indonesia. There are hundreds of small and medium-scale business actors spread across several sub-districts, including Dukupuntang where Dhafin Stone operates (Goodnewsfromindonesia.id, 2018). Natural stone products from this region have penetrated export markets to dozens of countries, although the majority of players are small- to medium-sized businesses and still rely on their existing conventional marketing networks. Unlike their competitors, they are already digitally established and therefore ready to penetrate the international market. This reinforces the urgency of studying marketing transformation for MSMEs in the region, including in the case of Dhafin Stone.

Potential market Which big This Not yet managed in a way optimal by perpetrator MSMEs local. Initial observations show that potential consumers are not sufficiently educated about the variations and functional characteristics of natural stone, while business actors face limited capital, minimal understanding report finance, as well as inability optimize strategy Marketing. An interview with the owner of Dhafin Stone revealed that the marketing process is still conventional: businesses passively wait for customers to come to their physical locations, making it difficult to expand beyond the local market. This situation is further complicated by the presence of new competitors implementing more aggressive digital strategies.

Marketing digitalization is an inevitable way out of this stagnation. Digital-based marketing has been proven to offer broader reach and faster market penetration than

traditional methods. However, simply adopting basic digital marketing is no longer sufficient to win the competition, necessitating a strategic leap through Marketing 5.0. Kartajaya et al. (2021) define Marketing 5.0 as the implementation of Technology that mimics the way humans work to create, communicate, deliver, and add value throughout the customer journey, by combining cutting-edge technology (AI, Big Data analytics, IoT) with a human-centric touch to build emotional connections through personalized services. For the natural stone industry, which is characterized by heavy physical products and is sensitive to spatial visualization, strategies such as contextual marketing and product data visualization have the opportunity to reach both B2B and B2C markets more effectively.

Although numerous studies have been conducted on MSME digitalization, research gaps remain apparent. Most previous literature focuses on the basic digital transition (Marketing 4.0) in fast-selling sectors such as fashion, retail, or culinary, while studies that specifically highlight the application of Marketing 5.0 in heavy manufacturing or natural building materials MSMEs are still very limited, as seen in Table 1.

Table 1. Mapping Study Previously (State of the Art)

Researchers & Year	Focus Study	Method	Results Study	Gap with Study This
Purnomo et al. (2023)	Implementation digital marketing (social media and e-commerce) in MSMEs.	Descriptive qualitative	Use media Social media boosts brand awareness, but sales results stagnate due to lack of content personal.	Limited to Marketing 4.0 (basic digital channel), the object is culinary MSMEs Which nature quick sale.
Wijaya & Sari (2024)	The impact of omnichannel marketing on the sales performance of craft MSMEs.	Quantitative (SEM-PLS)	Combination channel online and offline are proven to boost customer loyalty in a way real.	Emphasis in physical channel integration, has not yet reached intelligent technology automation (AI/Big Data) Which become characteristics of Marketing 5.0.
Rahmawati (2025)	Implementation Marketing 5.0 concept in the regional tourism sector.	Studies qualitative cases	Technology immersive able to strengthen the emotional attachment of tourists before the visit takes place.	Object his study services (tourism), not B2B manufacturing/building material commodities that depend on logistics.

Study This (2026)	Strategy Marketing 5.0 (data-driven & human-centric) to boost sales.	Qualitative / study targeted cases	Developing a marketing strategy model adaptive data-driven that combines product visualization with service personalization.	Targeting the implementation of Marketing 5.0 specifically on heavy industrial commodities B2B/B2C (natural stone) Which Not yet been studied previously.
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From the description above, this study formulates three problems: (1) what are the characteristics and constraints of conventional marketing channels currently implemented by Dhafin Stone Natural Stone MSMEs in Cirebon; (2) how to formulate and design a Marketing 5.0 strategy based on adaptive human-centric technology for Dhafin Stone; and (3) what are the implications of implementing this strategy for increasing sales volume and expanding market reach. In line with that, this study aims to: (a) develop a Marketing 5.0 strategy for Dhafin Stone Natural Stone MSMEs; (b) increase visibility, customer interaction, and sales conversion digitally; and (c) integrate technology with humanistic values in marketing strategies. The scope of the study is limited to one natural stone producer/supplier (Dhafin Stone) and focuses on the pillars of Marketing 5.0 (Kartajaya et al., 2021), namely the integration of digital technology (data-driven, predictive, contextual marketing) with a human-centric approach without discussing in depth aspects of capital restructuring or financial reporting.

Marketing strategy can be understood as a series of company efforts with certain planning patterns and tactics to increase sales volume, as well as being a tool to assess position. corporate economics (Haque et al., 2023). Experts define it from various perspectives, but it essentially boils down to the logic of creating value for consumers through market targeting, positioning, and the marketing mix (Kotler & Armstrong, 2008; Kurtz, 2008; Tjiptono, 2015; Stanton, 2001, in Syarief et al., 2023). The concept of marketing strategy includes market segmentation, market positioning, market entry strategy, marketing mix strategy, and timing strategy (Haque et al., 2023). The marketing mix itself consists of seven elements (7Ps): product, price, place, promotion, people, process, and physical evidence (Kotler, in Haque et al., 2023).

The evolution of the modern marketing concept can be traced through five interconnected stages. Marketing 1.0 was product-centric, emphasizing product function and quality to meet the needs of the mass market. Marketing 2.0 shifted to customer-centricity, with a more specific understanding of consumer needs and preferences through market segmentation. Marketing 3.0 expanded the orientation to become human-centric/values-driven, where marketing goes beyond meeting functional needs and emotional but also social

and spiritual values of consumers. Marketing 4.0 marks the fusion of traditional and digital marketing, leveraging online connectivity to engage consumers throughout the customer journey (Kotler & Keller, 2016; Prasetyo et al., 2019). Marketing 5.0 then emerged as a further synthesis that combines cutting-edge technologies (AI, Big Data, IoT) with the human-centric approach of Marketing 3.0, to bridge the gap between the rate of technology adoption and the limited human resources in understanding and serving customers. personal consumer needs (Kartajaya et al., 2021). Understanding this evolution is crucial so that the marketing strategy of natural stone MSMEs is not simply viewed as a technological leap, but rather as a continuation of the human-centric orientation that has become a natural strength of MSMEs in establishing personal relationships with customers.

Digital marketing is the activity of promoting a brand or product through electronic media that allows for direct interaction with the audience, personalized messages, and data analysis to support strategic decisions (Kotler & Keller, 2016; Suprayogi & Razak, 2019). The main challenge located on readiness source Power man And financial (Hendarsyah, 2020), Meanwhile, changes in consumer behavior have also encouraged social media to become a strategic marketing channel (Yacub & Wahyu, 2020; Irmawati, 2011).

Marketing 5.0 is the advanced stage of marketing after Marketing 4.0 which does not just rely on technology digital, but emphasize combination intelligence artificial, technology digital, and the human side to deliver a more immersive and relevant customer experience, with humans as the main focus (Kartajaya et al., 2021). Its main characteristics include: (1) human-centric, namely understanding and responding to customer needs and values in a deep; (2) connection digital Which more in past experience customer Which holistic; (3) integration of artificial intelligence to personalize marketing interactions; (4) empowering consumers to actively participate in the marketing process; and (5) sustainability and social responsibility in marketing strategies.

Kartajaya et al. (2021) formulate five component core Which become foundation technology Marketing 5.0. First, data-driven marketing, which utilizes real-time customer data as the basis for marketing decision-making. Second, predictive marketing, which uses predictive analytics to estimate market response before a marketing program is launched. Third, contextual marketing, which personalizes interactions with customers based on their physical and digital profiles and contexts. Fourth, augmented marketing, which utilizes digital technologies such as chatbots and virtual assistants to boost the productivity of marketers in interacting with customers. Fifth, agile marketing, which is the organizational agility in designing, testing, and launching marketing initiatives quickly in response to market dynamics. These five components are interrelated: data-driven marketing and agile marketing serve as two organizational disciplines that underlie three key applications: predictive, contextual, and augmented marketing (Kartajaya et al., 2021).

MSMEs are independent, productive business units that contribute significantly to employment absorption and equitable economic development, although they generally face constraints such as limited capital, marketing difficulties, limited technological mastery, and suboptimal financial management (Parmono & Zahriyah, 2021). The classification of micro, small, and medium enterprises in Indonesia is determined based on net asset value and annual sales revenue. applicable regulations, with a micro business licensing scheme in the form of a Micro and Small Business License (IUMK) based on Presidential Regulation Number 98 of 2014 and Regulation of the Minister of Home Affairs Number 83 of 2014.

Customer experience is the cumulative perception of customers of Their interactions with a brand throughout the customer journey, from before, during, and after the transaction (Kotler & Keller, 2016). For tangible products like natural stone, the customer experience is greatly influenced by consumers' ability to envision the final product's application in their space or building before purchasing—a challenge traditionally addressed through physical visits to the business site or completed project. Product visualization technologies, including interactive digital catalogs and augmented reality, enable simulations of material application in various spatial contexts without the consumer's physical presence, thus accelerating purchasing decision-making while also serving as an educational tool regarding product variations and functional characteristics (Kartajaya et al., 2021). This aligns with the contextual marketing and augmented marketing pillars within the Marketing 5.0 framework, as both emphasize personalizing experiences based on the context of a customer's specific needs.

The building materials industry, including natural stone, generally serves two market segments with different purchasing decision characteristics: the B2B segment, such as contractors and project developers. construction, tend prioritize consistency supply, price competitive For volume large, and on-time delivery, with a decision process involving many parties and a longer purchasing cycle (Kotler & Armstrong, 2008). In contrast, the B2C segment, such as private homeowners, prioritizes aesthetic aspects, ease of product visualization on the room owned by they, as well as experience shop Which personal, with cycle decision shorter but heavily influenced by emotional factors and trust in the seller (Haque et al., 2023). This distinction underscores the importance of differentiated marketing strategies: data-driven and predictive marketing approaches are more relevant for managing long-term relationships with B2B partners, while contextual marketing and augmented marketing are more effective in building personalized experiences in the B2C segment. For Dhafin Stone, understanding these two segment characteristics is an important foundation for designing a Marketing 5.0 strategy tailored to the specific needs of each segment, rather than being generic.

Natural stone is classified as a heavy physical good with distinct marketing characteristics from light consumer goods in general. This product requires complex logistical

considerations, including significant shipping costs due to its weight and volume, the risk of damage during distribution, and the need for large storage space (Prasetyo et al., 2019). Furthermore, purchasing decisions for heavy physical products like natural stone are generally high-involvement—consumers require adequate technical information, such as durability, porosity, and application suitability, before making a transaction—in contrast to fast-moving consumer products, where purchasing decisions are routine and low-involvement. These characteristics explain why the majority of previous MSME digitalization studies, which focused on fast-moving sectors such as culinary and fashion (Table 1), are not directly applicable to the natural stone industry. without adjustment strategy. Marketing digital For product physical-weight need greater emphasis on consumer education and product visualization rather than simply price-based promotions or discount, so that pillar contextual marketing And augmented marketing in Marketing 5.0 become very relevant.

METHOD STUDY

This research uses a descriptive qualitative approach with a case study strategy (Hennink et al., 2020) in-depth exploration of real experiences and phenomena without experimental situations to obtain a systematic picture and detailed descriptions that are factual and accurate. The object of the research is Dhafin Stone, a natural stone producer and supplier located at Block V Cikondang, RT 002 RW 005, Girinata Village, Dukupuntang District, Cirebon Regency. The data analyzed covers the period 2019–2024, in the form of sales reports and consumer experiences.



Picture 1. Process mining And cutting beginning chunks rock natural in a way manual
(Source: Dhafin Stone Documentation, 2026)



Picture 2. Process cutting rock natural use machine grinder cut in location production Dhafin Stone (Source: Dhafin Stone Documentation, 2026)

The data sources for this research consist of primary and secondary data. Primary data was obtained from key informants, namely the owner/manager of Dhafin Stone who has direct understanding of the practice, marketing, sales history, and customer interactions, as well as supporting informants in the form of loyal consumers with a minimum purchase retention period of three years. Informants were selected purposively, considering their knowledge and experience, direct Which relevant with focus study (Sugiyono, 2012; Moleong, 2017). Secondary data was obtained from Dhafin Stone sales report documents for the 2019–2024 period. As the unit of analysis, burnt andesite stone (sizes 20×30, 10×30, and 30×30 standard thickness) was selected randomly, purposive as a representative product to be studied in more depth, considering that this product is one of the leading commodities with consistent transaction volume and frequency during the observation period (Sugiyono, 2012).

Data collection was conducted through four techniques. First, in-depth semi-structured interviews with the owner/manager of Dhafin Stone as key informants to explore the characteristics and constraints of conventional marketing practices. Second, a questionnaire containing open-ended questions was distributed to loyal customers as supporting data (not for statistical generalization), to enrich understanding of customer experiences and preferences. Third, observation and documentation studies of secondary data in the form of sales reports for the 2019–2024 period and the history of Dhafin Stone's founding. Fourth, library searches and internet research of related literature, articles, and journals were conducted to obtain an up-to-date conceptual framework and comparative data.

Data analysis was carried out qualitatively following the interactive model of Miles & Huberman (2014), including three stage Which ongoing simultaneous: (1) reduction data, that is election, simplification and focusing of interview data, questionnaires, and documentation on aspects relevant to the problem formulation; (2) data presentation, namely organizing reduced data into narrative form, tables, and thematic matrices in order to see patterns and relationships between findings; and (3) drawing conclusions/verification, namely formulating the meaning of emerging patterns and testing them repeatedly against existing data until a credible conclusion is obtained.

Data validity was tested through source triangulation and technical triangulation (Sugiyono, 2012). Source triangulation was conducted by comparing and cross-confirming information from business owners, loyal consumers, and sales report documents. Technical triangulation was conducted by comparing the results of interviews, questionnaires, and observations/documentation of the same phenomenon, so that the findings in the results and discussion sections were consistent. and can be accounted for methodologically.

RESULTS AND DISCUSSION

Characteristics And Constraint Marketing Conventional Dhafin Stone

Interviews indicate that Dhafin Stone's marketing has been passive and conventional: businesses rely on customers visiting physical locations, without any systematic digitalization or product education efforts for potential customers. This situation limits market reach to the local area and makes Dhafin Stone vulnerable to pressure from competitors who have adopted more aggressive digital marketing strategies. Dhafin Stone's annual sales pattern for the 2019–2024 period is presented in Table 2.



Picture 3. Stock rock natural Ready sell Which arranged in location business, wait arrival customer in a way passive (Source: Dhafin Stone Documentation, 2026)

Table 2. Results Sale Natural stone Dhafin Stone 2019–2024

No	Year	Results Sale (m ²)	Results Sale (Rp)	Price Sell per m ² (Rp)
1	2019	3,000	780,000,000	100,000 – 385,000
2	2020	900	285,000,000	100,000 – 385,000
3	2021	800	230,000,000	100,000 – 385,000
4	2022	2,500	745,000,000	100,000 – 385,000
5	2023	5,000	1,453,200,000	100,000 – 385,000
6	2024	1,070	440,740,000	100,000 – 385,000

Source: Data sale micro And macro market Dhafin Stone.

The data in Table 2 shows significant sales fluctuations: sales volumes dropped sharply in 2020–2021 (from 3,000 m² to 800–900 m²), then surged in 2023 to reach 5,000 m² with the highest sales value throughout the observation period (Rp1,453,200,000), before declining again in 2024. This fluctuating pattern indicates that Dhafin Stone's sales are still highly dependent on external factors and passive demand, rather than being supported by a planned and sustainable marketing strategy—a characteristic of conventional marketing which is the focus of this research problem.

As a representative sample, sales data for andesite stone—one of Dhafin Stone's leading commodities—is presented in Table 3.



Picture 4. Sample product rock andesite burn size standard Which analyzed in study This
(Source: Dhafin Stone Documentation, 2026)

Table 3. Turnover Sale Rock Andesite Year 2019– 2024

No	Year	Results Sale (m ²)	Results Sale (Rp)	Price Sell per m ² (Rp)
1	2019	2,200	264,000,000	120,000
2	2020	500	60,000,000	120,000
3	2021	400	48,600,000	120,000
4	2022	1,450	174,000,000	120,000
5	2023	3,000	360,000,000	120,000
6	2024	770	92,400,000	120,000
	Total	8,320	999,000,000	

Source: Data sale rock andesite burn size 20×30, 10×30, And 30×30 thick standard.

During the six years of observation, andesite stone contributed total sales of 8,320 m² worth IDR 999,000,000. with price sell stable in number Rp. 120,000 per m². Stable price sell Which The lack of stable sales volume confirms that Dhafin Stone's main problem is not price competitiveness, but rather limited marketing reach and a lack of market education regarding product advantages—things that are directly relevant to the Marketing 5.0 solution offering.

Interview findings also revealed that Dhafin Stone's conventional marketing limitations were not let go from limitations source Power man And capital For manage channel digital independently, in line with the general challenges faced by Indonesian MSMEs in adapting to technology (Hendarsyah, 2020). Businesses tend to rely on word-of-mouth promotion and reputations built from long-term relationships with loyal customers, without the support of a structured customer data recording system or digital channels. This consistent with pattern fluctuations on Table 2 And Table 3, Which indicates that sales volume is highly dependent on passive demand from existing customers, rather than the result of planned market penetration efforts.

Formulation Strategy Marketing 5.0 on Dhafin Stone

Referring on characteristics problem the, transformation Dhafin Stone going to Marketing 5.0 can be accommodated through two main pillars. First, data-driven marketing, which utilizes sales and consumer data (purchase history, stone type preferences, and customer retention patterns). loyal) For personalization service And offer, so that marketing No Again It's not generic but tailored to the needs of specific market segments (B2B construction projects and B2C households). Second, the use of interactive digital platforms such as visual/augmented reality-based product catalogs, educational social media, and content explaining the functional characteristics of each type of natural stone as a means of consumer education, which has been a major barrier to market penetration.



Picture 5. Application product rock natural Dhafin Stone as material wall on project construction (Source: Dhafin Stone Documentation, 2026)

The human-centric approach remains at the heart of this strategy: digital interactions are built (e.g. through consultation online with power seller or service after-sales Which responsive) directed to maintain the personal touch that has been Dhafin Stone's strength in serving loyal, trust-based customers. In this way, the integration of technology (AI for product recommendations, Big Data for demand trend analysis, and IoT for stock/production monitoring) does not replace personal relationships but rather strengthens them, as emphasized in the Marketing 5.0 concept (Kartajaya et al., 2021).

Visual documentation of the production process and product application, as shown in Figures 1 to 5, provides concrete examples of low-cost educational content that Dhafin Stone can immediately utilize as initial digital marketing materials. This type of content helps potential consumers understand the standardized production process while also showcasing the results of the application. product on project real, so that build trust at a time educate Market information on the functional advantages of natural stone over synthetic materials. Utilizing this type of documentation is a realistic first step for resource-constrained MSMEs before moving on to more complex visualization technologies like augmented reality.

Mapping Five Component Marketing 5.0 on Strategy Dhafin Stone

Referring to the five core components of Marketing 5.0 (Kartajaya et al., 2021), Dhafin Stone's transformation strategy can be mapped as follows. First, data-driven marketing is realized through recording and analyzing transaction history from 2019–2024 (Tables 2 and 3) to identify seasonal demand patterns and stone type preferences in both the B2B and B2C segments, so that offers can be tailored to the needs of each segment. Second, predictive marketing can be implemented by utilizing historical sales data to project seasonal demand, for example, spikes in demand during certain property development periods, allowing Dhafin Stone to proactively prepare stock and production capacity rather than passively awaiting orders. Third, contextual marketing is realized through an interactive visual catalog that displays simulations of andesite stone application in various architectural styles, providing potential consumers with a contextual overview before purchasing. Fourth, augmented marketing can be implemented through online consultation services (live chat or basic chatbots) that help potential consumers understand the technical characteristics of each stone type without having to wait for a manual response from a salesperson. Fifth, agile marketing is reflected in Dhafin Stone's ability to quickly adapt educational content and offerings to design trends, such as shifts in preferences toward industrial or biophilic styles, without requiring a rigid marketing planning process. This mapping confirms that Dhafin Stone's Marketing 5.0 transformation is not simply a migration to digital channels, but rather an integration of technology that aligns with the physical-heavy product characteristics and personal relationship patterns that have become the strengths of this business.

Implications to Improvement Sale And Market Expansion

The implementation of the Marketing 5.0 strategy has implications for three main aspects. First, expanding market reach beyond Cirebon's local geographic boundaries to regional and national markets through digital channels. Second, increasing brand awareness of local natural stone commodities through educational content that consistently introduces product variations and advantages to previously uneducated potential consumers. Third, optimizing consumer retention in the digital era through data-driven service personalization, which aligns with the finding that loyal Dhafin Stone customers have a minimum retention period of three years. These three implications collectively answer the research problem formulation regarding adaptive strategy formulation and its impact on sales volume and market expansion.

In the context of regional competition, strengthening the Marketing 5.0 strategy is also crucial for Dhafin. Stone remember area Cirebon-Majalengka is center industry rock natural with Hundreds of similar businesses (Goodnewsfromindonesia.id, 2018). Without differentiation through personalized services and technology-based product visualization, Dhafin Stone risks increasingly struggling to compete with perpetrator business other Which

has more Formerly adopt channel marketing digital and Export-oriented. Thus, the Marketing 5.0 transformation serves not only as a short-term sales-boosting strategy but also as an instrument for maintaining long-term competitiveness amidst the density of similar businesses in a region.

CONCLUSION AND SUGGESTION

The digitalization of MSMEs allows businesses to have a broader marketing reach, even reaching remote areas of the country. Changes in the business environment require natural stone MSMEs, including Dhafin Stone, to not only adapt but also optimize their business activities to improve their business level. The Marketing 5.0 strategy has proven to offer an innovative and relevant approach for natural stone MSMEs to be able to compete in the digital era. Through the use of technology (AI, Big Data, and IoT) combined with a customer experience-oriented approach, MSMEs can reach a wider market, increase sales, and build long-term relationships with customers. With structured implementation, natural stone MSMEs in Indonesia have the potential to move up a class and become important players in the building materials industry, both nationally and internationally.

Practically, the strategy can be implemented in stages. In the short term (0–6 months), Dhafin Stone is advised to create a digital product catalog and activate social media channels as an initial educational tool for potential customers. In the medium term (6–12 months), managers can develop a more structured customer and sales data recording system to support personalized offerings and seasonal demand predictions. In the long term (over 12 months), the integration of product visualization technologies, such as augmented reality-based catalogs, and online consultation services can be developed to strengthen the overall customer experience. These stages are expected to serve as practical guidelines not only for Dhafin Stone, but Also for MSMEs sector rock natural other Which face similar challenges in transforming towards Marketing 5.0.

This study is limited by its focus on a single natural stone MSME, so generalizations of the findings should be made with caution. Future research is recommended to expand the scope to include several natural stone MSMEs in different production centers, and consider quantitative or mixed-methods approaches to measurably measure the impact of Marketing 5.0 implementation on increasing sales volume and customer retention.

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