Research.

Optimizing the Shopee Ads Paid Advertising Strategy at Star Seller

Bahtyar Hardyansyah Syihab[1*] , **Estu Handayani[2]**, **Vini Annesia Aflaha[3]**

Department of Management[12], Department of Accountancy[3]. Faculty of Economics, Universitas Bakti Indonesia
bahtyarsyihab17@gmail.com[1]; ehchie797@gmail.com[2]; vini.nez11@gmail.com[3]

corresponding author[*]

Abstract. *This study analyzes the strategy of Star Sellers in optimizing Shopee Ads and identifying challenges and solutions. Shopee Ads was chosen because it effectively increases product visibility, although there is a risk of loss if the cost of advertising exceeds profits. The research approach uses a qualitative case study method of ten sellers who have been using Shopee Ads for at least six months. Data was obtained through interviews, online store observations, and ad performance documentation, then analyzed with the Miles and Huberman model using the help of NVivo 12. The results show that advertising strategies are influenced by the selection of relevant keywords, the combination of advertising with promotion, and the determination of target audiences. The main challenge is the risk of loss due to weak ad evaluation. Research concludes that the success of Shopee Ads is determined by adaptive strategies, proper targeting, creativity, and regular evaluation.*

Key words: Shopee Ads, Advertising Strategy, Star Seller, Target Audience, Digital Marketing.

INTRODUCTION

Background

Shopee is one of the e-commerce companies operating under PT Shopee Internasional Indonesia, with a focus on providing online product sales services through applications and websites. As a marketplace, Shopee plays a role in bringing consumers together with manufacturers, as well as facilitating buying and selling transactions with an easy and secure system (Asih 2024). Shopee strives to create a platform that supports interaction between sellers and buyers, while providing integrated payment and logistics facilities. Furthermore, in the Journal of Business Law, Padjadjaran University, it is explained that Shopee is categorized as *an Online Marketplace Provider* (OMP) with a *Consumer to Consumer* (C2C) interaction model, which allows individuals and business entities to open virtual stores and market their products digitally (Utomo, 2020).

Shopee has a paid advertising feature or *Shopee Ads* designed to help sellers increase product visibility and increase sales opportunities. Through this feature, sellers can target potential buyers according to certain categories or keywords so that products are easier to find (Amalia and Dherem 2024). However, the use of *Shopee Ads* also has risks, especially if the advertising costs incurred are not proportional to the sales results obtained. This condition is often called *boncos*, which is when sellers spend large amounts on advertising but do not get adequate profits, thus causing losses for sellers (Pramesti and Arini 2023).

The success or failure of using *Shopee Ads is greatly* influenced by the strategy implemented by the seller. These strategies include keyword selection, budgeting, target consumer determination, and content management of advertised products (Astuti et al.

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2023). Paid Shopee advertising is an effective digital promotion strategy to increase the visibility and competitiveness of products in the marketplace (Pandiangan 2024). Through paid viewing, products gain a more strategic position in search results, resulting in increased opportunities for interaction and purchase (Kembang et al. 2024). In addition, the targeted features provided help sellers reach more relevant audiences, while providing analytical data to optimize marketing strategies (Wulansari and Andarini 2025).

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In the research of Suryan (2023), Rusdianto (2023) and Nursyecha, et al (2021) stated that paid advertising can effectively affect sales increases, but the research of Novitasari (2021), Khatimah, (2023) and Putri, et al (2025) stated that paid advertising has increased sales. Therefore, there is a research project in this study.

Thus, the use of Shopee Ads is an important step in improving sales performance in a sustainable manner. However, there hasn't been much research that delves deeply into how sellers design and execute such strategies. In fact, understanding this strategy is important to help other sellers optimize their ads on Shopee so that they do not suffer losses. Thus, qualitative research on the strategy of using paid advertising on Shopee is relevant and important. Through a qualitative approach, researchers can explore the experiences, perceptions, and direct practices of sellers who use *Shopee Ads.* The results of this study are expected to be able to provide an in-depth overview of effective strategies, challenges faced, and solutions that can be applied so that the use of paid advertising on Shopee provides optimal benefits for sellers.

Research Question

Based on the background, the problem formulation is formulated as follows:

1. What are the strategies used by Star Seller sellers in Banyuwangi Regency in optimizing the use of Shopee Ads?
2. What are the solutions implemented by sellers to overcome these challenges so that the use of Shopee Ads is more effective and does not suffer losses?

LITERATURE REVIEW

1. Shopee as an E-Commerce Platform

Shopee is one of the largest e-commerce platforms in Southeast Asia that provides digital-based buying and selling services through applications and websites. This platform functions as a link between sellers and buyers with a secure and integrated transaction system, including payments, logistics, and promotional services (Olifiani, et al, 2025). Shopee is categorized as an Online Marketplace Provider (OMP) with a Consumer to Consumer (C2C) model, which allows individuals and business entities to market products widely (Utomo, et al 2020).

2. Shopee Ads as Paid Ads

Shopee Ads is a paid advertising feature that is used to increase product visibility and increase sales opportunities. This feature allows sellers to target audiences based on keywords, product categories, and user shopping interests (Mussaffa, et al 2025). Although

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effective in increasing exposure, the use of Shopee Ads also has a risk of loss or when advertising spending is not proportional to revenue (Eka et al 2024).

3. Digital Advertising Strategy

The success of digital advertising depends heavily on the strategies applied, such as the selection of relevant keywords, the combination with additional promotions (vouchers, free shipping, discounts), and the preparation of attractive product content (Wiraputra and Irwansyah 2023). Adaptive strategies are considered more effective in increasing sales engagement and conversion (Komalasari 2021).

4. Star Seller as a Competitive Factor

Star Seller is a category of sellers that Shopee gives to stores that meet certain performance standards such as high order numbers, positive reviews, fast response rates, and low cancellation rates (Zein, Asri, and Ambarwati 2025). Premium status such as Star Seller can increase consumer confidence and influence purchasing decisions. Sellers with the Star Seller label have a greater chance of making the most of Shopee Ads, as the store's high credibility has the potential to increase conversions from every ad click. This shows that paid ad optimization on Star Seller stores has a strategic role to maximize competitive advantage in the marketplace (Ellers and Purwandari 2025).

5. Advertising Optimization

Ad optimization is the process of systematically arranging ad elements to increase the effectiveness and efficiency of campaigns (Masrukhan and Isnaini 2025). Advertising optimization is an effort to maximize results at minimal cost through performance analysis, keyword testing, audience segmentation, and cost and conversion evaluation (Mussaffa, et al 2025). In Shopee Ads, optimization includes setting relevant keywords, monitoring the performance of each ad, setting competitive bids, conducting A/B testing, and removing ineffective keywords (Wulansari and Andarini 2025). With a good optimization strategy, sellers can get more quality traffic and increase sales potential.

6. Marketplace Performance Metrics

Ad performance in the marketplace is usually measured using several indicators such as impressions, click-through rate (CTR), conversion rate (CR), cost-per-click (CPC), and return on advertising spend (ROAS). According to Zhang (2020), understanding performance metrics is the main key for sellers to measure the effectiveness of digital advertising campaigns (Mussaffa, et al 2025). CTR indicates the effectiveness of keywords and ad content in attracting attention, while conversion rate indicates the success of the marketing funnel to the purchase stage. ROAS is used as a key indicator to measure advertising profits from a financial perspective (Jeaneth et al. 2025). If these metrics are managed properly, Shopee Ads ads can make a significant contribution to sales growth.

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8.   Consumer Behavior in the Marketplace

Consumer behavior in the marketplace is influenced by several factors such as price, reviews, ratings, store reputation, and product appearance (Nababan and Siregar 2022). Purchasing decisions on e-commerce platforms are heavily influenced by the perception of the seller's credibility and the product information displayed. In Star Seller stores, the level of consumer trust is higher, so the effectiveness of paid advertising has the potential to increase. The combination of store reputation and advertising strategy can encourage consumers to make faster decisions in making purchases (Arfina and Rizqina 2025).

RESEARCH METHODS

This research uses a qualitative approach with a case study to in-depth explore the strategies used by sellers with Star Seller status in Banyuwangi Regency to use Shopee Ads. Subjects were selected using a purposive sampling technique with clear inclusion criteria: (1) sellers holding Star Seller status for at least six consecutive months, (2) actively using the Shopee Ads feature for at least six months, (3) having a stable sales level, and (4) being willing to provide documentation related to ad performance. Ten sellers were selected because they represent the most active and experienced group of advertisers using Shopee Ads in the Banyuwangi region. This selection aligns with the characteristics of qualitative research, which prioritizes depth of information over number of participants. Therefore, the findings of this study are not intended to be statistically generalized to all Shopee sellers, but rather to generate analytical generalizations relevant to similar contexts.

Data collection was conducted through in-depth interviews using a semi-structured interview guide to ensure depth of exploration while maintaining consistency of questions across respondents. Each interview session lasted 45–60 minutes and was conducted anonymously via Zoom. Observations were also conducted on online store displays to identify visual strategies such as product photos, keyword settings, ad placement, and promotional descriptions. Documentation in the form of screen recordings of Shopee Ad

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performance, budget allocation, and promotional materials was collected to strengthen the interview and observation data.

Data validity was maintained through source triangulation (comparing information from different sellers), technical triangulation (interviews, observations, documentation), and time triangulation (repeated confirmation when necessary). Data analysis was conducted using the Miles and Huberman stages, which include data reduction, data presentation, and conclusions or verification. To enhance transparency and analytical rigor, this study utilized NVivo 12 software. The process included importing interview transcripts, open coding to identify initial concepts, axial coding to group codes into categories, and selective coding to form core themes related to advertising strategies, challenges faced, and solutions for seller development. NVivo visualization features such as cluster analysis, word clouds, and mind maps were used to illustrate relationships between themes and strengthen the interpretation of the findings.

Through this comprehensive methodological process, the research is expected to provide a comprehensive overview of the strategies, challenges, and solutions implemented by Star Sellers in optimizing the use of Shopee Ads to increase promotional effectiveness and sales profits.

RESULTS AND DISCUSSION

RESULTS

Based on the results of the word cloud visualization processed using Nvivo12, it appears that the word "advertisement" is the center of attention with the most dominant size. This shows that the main focus of sellers on Shopee in increasing sales is highly dependent on advertising strategies. Advertising here is not only understood as a regular promotional activity, but also as an important element in building product visibility in the midst of increasingly fierce competition. Other dominant words such as "product", "Shopee", and "buyer" reinforce that advertising serves as a bridge to bring products together with consumers, as well as a means for sellers to expand market reach.

Furthermore, the appearance of the words "use", "combine" and "appropriate" indicates the importance of implementing an adaptive and flexible advertising strategy. Sellers need to be able to adapt their advertising strategy to the needs of the market as well as the characteristics of the products offered. For example, the use of relevant keywords is essential to ensure that the product is easier for potential buyers to find. In addition, combining advertising with various additional promotions such as vouchers, discounts, and free shipping can increase attractiveness and encourage consumers to make purchases immediately.

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Furthermore, the words "effective", "targeted", and "strategy" show that the success of an ad is largely determined by the extent to which the seller is able to target the right audience. Without a clear targeting strategy, the advertising costs incurred are less likely to result in significant conversions. Therefore, setting targets based on product categories, buyers' locations, and shopping habits is a crucial step in designing an advertising campaign. At this stage, the seller's creativity in compiling product descriptions, displaying attractive photos, and providing clear additional information also has a big role in building buyer trust.

On the other hand, the existence of the words "monitoring", "conversion", and the term "boncos" reflect the challenges faced by sellers when using Shopee Ads. Boncos are a condition in which the advertising costs incurred are greater than the sales profits obtained, thus causing financial losses. This often happens when sellers don't regularly evaluate the performance of their ads. Therefore, consistent monitoring and data-driven analysis are needed so that ad campaigns can be better controlled. With the help of analytics tools like Nvivo12, sellers can also understand the patterns and keywords that are most commonly used to optimize their advertising strategies.

Finally, this word cloud visualization provides a comprehensive overview of the important elements that sellers must pay attention to when using the paid advertising feature on Shopee. The combination of careful planning, proper use of features, periodic evaluation, and creativity in displaying products will be the key to success in maximizing the potential of Shopee Ads. The findings also confirm that advertising strategies are not just about increasing visibility, but also how to turn that visibility into real conversions that benefit sellers. With a measurable and data-driven approach, advertising on Shopee can be an effective instrument to expand the market while increasing the competitiveness of sellers in the digital era.

DISCUSSION

The results of the study show that the use of Shopee Ads by sellers in Banyuwangi Regency is greatly influenced by the strategies applied in managing advertisements. Word cloud's findings through NVivo12 analysis confirm that the word "advertising" is in the limelight, which means paid promotion is a key element to increase product visibility. This is in line with the research of Maghfiratul, (2025) which emphasizes that digital advertising strategies have a great contribution to the success of sales in the marketplace.

The emergence of keywords such as "use", "combine", and "suitable" indicates the importance of strategy flexibility in adapting to market needs. Sellers do not only rely on one approach, but need to combine various tactics such as the use of relevant keywords, vouchers, and free shipping promotions. These findings support the results of research by Ramadhani et al. (2025) who stated that adaptive advertising strategies can significantly increase the chances of purchase conversions.

Additionally, the words "effective," "target," and "strategy" indicate that sellers are aware of the importance of audience segmentation. Proper targeting will minimize the risk of ads not generating conversions, or a condition often called boncos. This is in line with the digital marketing theory that states that accurate segmentation can optimize the allocation of promotional budgets Abdul Haris et al. (2024) which states that setting the target audience based on location, product category, and consumer preferences is a crucial step to maximize advertising results.

However, the main challenge found is the risk of boncos due to weak monitoring and evaluation of advertisements. The words "monitoring" and "conversion" that appear in the word cloud emphasize the need for periodic monitoring so that advertising costs do not exceed profits. This supports the results of Komala and Sugilar (2020) research which emphasizes the importance of continuous ad performance analysis to reduce the risk of loss.

In general, this discussion shows that the paid advertising strategy on Shopee is not only about increasing visibility, but also about being able to convert exposure into real conversions. The key to success lies in a combination of careful planning, the use of appropriate advertising features, regular evaluation, and creativity in displaying products.

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With a measurable and data-driven approach, Shopee Ads can be an effective instrument to expand the market while increasing the competitiveness of sellers in the digital era.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the research, the conclusions that can answer the formulation of the problem are as follows:

1. This study shows that Star Seller sellers apply various strategies to optimize the use of Shopee Ads. These strategies include selecting relevant keywords to make products easy to find, combining advertising with additional promotions such as vouchers, discounts, and free shipping to increase appeal, and determining the right target audience based on product categories and consumer preferences. In addition, creativity in displaying product content from photos to descriptions is also an important factor in increasing the effectiveness of advertising. These findings confirm that an adaptive, flexible, and market needs-based strategy greatly determines the success of sellers in maximizing Shopee Ads performance.

2. This study identified that the biggest challenge in using Shopee Ads is the risk of losses or bonuses that arise when the cost of advertising is not proportional to the sales results. This condition is mainly due to weak monitoring and lack of regular evaluation of ad performance. To overcome these challenges, sellers apply solutions in the form of routine evaluation of ad performance, the use of data analysis such as NVivo 12 processing results to understand effective keyword patterns, and adjustments to targeting and promotion strategies based on consumer behavior. These steps help sellers minimize the risk of loss and ensure that the use of Shopee Ads results in profitable conversions**.**

Suggestions

Based on the research results regarding Shopee Ads optimization strategies by Star Sellers in Banyuwangi Regency, several suggestions that can be given are as follows:

1. **Advice for Sellers (Marketplace Practitioners)**
   a) **Conduct regular ad evaluations**
      Sellers need to regularly monitor and evaluate ad performance, especially CTR, CPC, Conversion Rate, and ROAS indicators, to ensure that ad spending does not exceed profits and minimizes the risk of losses.
   b) **Optimize keyword usage (keyword optimization**).
      The use of relevant and specific keywords needs to be strengthened to make products more easily found by targeted potential buyers. Sellers need to regularly clean up ineffective keywords.
   c) **Combine Shopee Ads with supporting promotions**
      Using integrated strategies such as vouchers, free shipping, attractive discounts, and consistent product visual displays will increase buyer appeal and increase conversion opportunities.
   d) **Utilize Shopee's internal data and analytics**
      Sellers are advised to utilize Shopee's analytics features such as Sales Insight, Keyword Recommendation, and Audience Targeting to make data-driven decisions, not just intuition.
2. **Recommendations for Shopee as an E-Commerce Platform**
   a) **Improving the keyword recommendation algorithm**
      Shopee is expected to improve the accuracy of keyword recommendations to better align with user behavior and search trends, thus making ads more effective.
   b) **Providing a more comprehensive ad evaluation dashboard**Shopee can add graphical analysis features and automated reports to help sellers more easily and comprehensively analyze ad performance.

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    c) Regular training for Star Sellers regarding paid advertising
Shopee can hold webinars or regular training on Shopee Ads optimization strategies to improve seller ad management skills.

3. Recommendations for Further Research

    a) Expanding the number of participants and research areas
Future research can involve more sellers from various performance levels (Star Seller, Star+ Seller, and Non-Star Seller) and a wider region to ensure stronger generalizability of the results.

    b) Combining qualitative and quantitative methods (mixed methods)
Future research can use a quantitative approach to measure the influence of specific variables such as ad type, budget, and keywords on conversion, which can then be further deepened with qualitative interviews.

    c) Using longitudinal ad performance data
Further research could use advertising data over a longer period of time to observe trends and changes in strategy effectiveness over time.

    d) Comparing the effectiveness of Shopee Ads with other advertising platforms
Such as TikTok Ads, Meta Ads, or Google Ads to determine the differences in each platform's contribution to increasing sales on the marketplace.

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