

VIBES STUDIO FOTO'S BUSINESS STRATEGY IN INCREASING COMPETITIVENESS IN THE ERA OF SOCIAL MEDIA

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ABSTRACT

Business strategy is a plan or approach designed by an organization to achieve its business goals, optimize resources, and create a competitive advantage in the market. Digital marketing has become one of the key strategies in introducing products or services to the public through the internet. This study aims to analyze the business strategy implemented by Vibes Studio Foto in utilizing social media to enhance competitiveness in the digital era. A qualitative approach with a case study of Vibes Studio Foto was used for this research. Data was collected through in-depth interviews with the owner and managers of the photo studio and observations of the studio's social media activities. The findings show that Vibes Studio uses social media platforms such as TikTok, Instagram, and Facebook to expand its market reach, with TikTok and Instagram proving to be more effective. The main challenge faced is the limitation in creating professional content, but the studio sees significant opportunities in content innovation and following digital trends. Additionally, the implemented marketing strategy has successfully increased visibility and customer appeal. Moving forward, Vibes Studio plans to expand its market by opening new branches in other locations and continue innovating. This study contributes to understanding the role of social media in marketing strategies to improve competitiveness in the photography industry.

Keywords: Digital marketing, Social media, Marketing strategy

Introduction

The industry in Indonesia has shown significant development in line with the increasing adoption of e-commerce among the social media user community. According to Valentino (2023), this development marks a major change in the way people access and buy clothing products, which is now made easier with digital platforms. Digital marketing is one of the important strategies in introducing products or services to the public through internet media, as explained by Fadli et al., (2021). Information about the product is conveyed in an attractive way through photos or videos, which plays a big role in attracting potential consumers.

However, behind the ease and potential that social media offers, brand reputation risk is also a major concern. According to Smith in Rahman et al., (2024), mistakes in social media management can damage a brand's image in the eyes of the public. In the context of the photography business, photography not only relies on technological devices, such as cameras and lenses, but also requires creativity to produce informative and interesting images according to Putri in Ramanian (2024). In a competitive market, maintaining service quality and consistency is essential. Continuous consumer satisfaction helps create trust, which ultimately increases the brand's appeal and success according to Qurotul Aini et al., (2024).

Marketing includes not only digital marketing activities, but also market segmentation strategies, pricing, and overall marketing strategies. Ferrel and Hartline in Dharmmesta (2021) emphasize the importance of market segmentation as the first step in understanding target consumers. In addition, price is also a strategic element that can be adjusted based on new products or different market conditions according to Kotler & Keller in Simamora (2022). With technological advancements, we currently live in an all-"e" world, ranging from e-mail, e-marketing, to e-banking according to Iriantara (2020). This change is also driven by innovation, which according to Drucker in Lubis (2023) is the key in entrepreneurship to create new sources in order to increase wealth.

Research Methods

A relational marketing approach is important in building effective and mutually beneficial long-term relationships between organizations and consumers. Gronroos in Ginting (2023) emphasizes the importance of maintaining good relationships with consumers as the basis of relational marketing, in order to create sustainable satisfaction and benefits for both parties.

This research employs a qualitative method. Qualitative research is a descriptive method that uses analysis based on primary data from interviews and observations, according to Ramdhan in Ramanian (2024). It is aimed at analyzing the business strategies implemented by Vibes Studio Photo in utilizing social media. A qualitative approach was chosen because this study seeks to gain an in-depth understanding of the marketing strategies applied, as well as to explore various factors influencing the competitiveness of this photo studio in the digital era. This research falls under the category of a case study, focusing on Vibes Studio Photo as the object of study.

Researchers conducted in-depth interviews with photo studio owners and managers, as well as analyzed social media content used for promotion. Researchers also utilize secondary data in the form of articles, journals, and reports that are relevant to the research topic. Data collection was carried out through semi-structural interview techniques with parties directly involved in the management and marketing of Vibes Studio Foto.

This interview reveals how they design and implement marketing strategies through social media. In addition, observations of social media activity studios, such as Instagram and Facebook, are carried out to understand how they interact with consumers and build brand image. The collected data is analyzed using a thematic analysis approach. The researcher identified key themes related to marketing strategies, obstacles faced, and opportunities that arise in utilizing social media. The results of this analysis provide a clear picture of the effectiveness of the business strategy implemented by Vibes Studio Foto. With this approach, it is hoped that the research can contribute to understanding how social media-based marketing strategies can be used to improve business competitiveness in the competitive photography industry.

Results And Discussion

Marketing Strategy of Vibes Studio in the Digital Era

According to Qurotul Aini (2023), understanding the social media platforms relevant to the target audience is a crucial first step in building an effective brand image. Vibes Studio applies a digital marketing strategy by utilizing three main social media platforms: TikTok, Instagram, and Facebook. Among these platforms, TikTok and Instagram have proven to be the most effective due to their widespread usage across various age groups, from children to adults. TikTok stands out as a top platform due to its short video content approach, which can quickly capture the audience's attention, while Instagram allows for more detailed visual portfolios through photos and reels.

Suhairi et al. (2023) explain that social media is often used as a tool for marketing as well as delivering information. Vibes Studio acknowledges that its interaction with customers on social media is still suboptimal and plans to improve it in the future. Raharjo, V. S. et al. (2023) reveal that influencer marketing can be more effective in capturing consumer attention due to the popularity and positive image influencers have. While Vibes Studio has not yet engaged in influencer collaborations, it remains an option to expand marketing reach.

Challenges and Opportunities in Using Social Media

According to Podo, Fadhilah, and Pabulo, A. M. (2024), one of the key strategies is the use of creative and engaging content to increase audience engagement and effectively promote products across various social media platforms. The main challenge Vibes Studio faces in leveraging social media as a marketing tool is the lack of skills in creating professional content. Currently, Vibes Studio relies on internal creators who are not fully trained, so marketing efforts are not yet optimal. To overcome this challenge, they are considering two options: improving internal content creation skills or hiring professional services in marketing and project management.

Despite facing various obstacles, Vibes Studio recognizes the significant opportunities in the digital era. Lubis (2023) mentions that innovation is a tool used by entrepreneurs to take advantage of change. By consistently following popular trends or creating new concepts every three months, Vibes Studio hopes to continue attracting customers and maintain competitiveness in the market. Ongoing innovation and consistent marketing strategies are deemed crucial to sustain the studio's presence and appeal among the audience.

Effectiveness of the Business Strategy Implemented

Ahmad and Babbie, as cited by Suhairi et al. (2023), state that social media allows businesses to reach a broader audience effectively and efficiently. Vibes Studio measures the success of its business strategy based on the number of customers coming in and their geographic reach. The farther the location of the customers, the greater the role social media plays in attracting them from various regions. According to Vibes Studio, their active presence on three main social media platforms has had a significant impact on increasing the number of customers visiting the studio. Additionally, there has been a notable increase in followers and public reactions to the content posted on social media. This data indicates that the marketing strategies implemented have successfully enhanced Vibes Studio's visibility and appeal.

Future Development Plans and Adaptation of Vibes Studio

Lubis (2023) states that conducting marketing research helps businesses understand market changes more quickly than competitors, creating a competitive advantage. Moving forward, Vibes Studio plans to strengthen its existing marketing strategies while also exploring new approaches, including opening branches in other regions with high potential and low competition. To adapt to changes in social media trends and digital technology, Vibes Studio is committed to continuous innovation, both in service concept development and social media content presentation.

Ginta (2023) explains that relational marketing is a strategic business philosophy focused on maintaining good relationships with consumers. As part of its long-term vision, Vibes Studio aims to sustain its reputation and competitiveness by improving service quality both inside the studio and through positive interactions on social media. This approach is expected to build a positive impression that contributes to increasing customer loyalty and attracting new customers.

Vibes Studio's Strategy Compared to Competitors

Suhairi et al. (2023) mention that despite the ever-evolving trends on social media, businesses also face challenges in managing different social media platforms effectively and consistently. Vibes Studio's marketing strategy stands out from competitors in terms of its consistent following of the latest trends on social media, allowing them to remain relevant and stand out in a rapidly changing market. Furthermore, the quality of customer service is another differentiating factor that they emphasize. Positive feedback from customers indicates that good service is a major attraction for Vibes Studio.

Customer Feedback and Online Reputation Management

Vibes Studio strives to maintain its online reputation by ensuring satisfactory service and work results. According to Ginta (2023), customer dissatisfaction, often in the form of complaints due to service failures, is an important factor for service providers. Although there are times when customers may feel dissatisfied, Vibes Studio is committed to responding to negative feedback positively and evaluating it for improvement. To enhance customer loyalty, Vibes Studio also holds discount programs and monthly events as a form of appreciation for loyal customers. Through these activities, they hope to strengthen long-term relationships with customers and improve their positive reputation on social media.

Conclusions And Suggestions

Conclusion

From the results and discussion of Vibes Studio's business strategy, it can be concluded as follows: 1). Digital Marketing Strategy: Vibes Studio uses TikTok, Instagram, and Facebook platforms to expand its market reach. TikTok and Instagram have proven to be more effective because they have great visual potential and appeal for diverse audiences. However, interaction with customers on social media still needs to be improved to build stronger engagement. 2. Obstacles and Opportunities: The main obstacle faced by Vibes Studio is the limitations in creating professional content. Nevertheless, there is a great opportunity to increase traction through regular content trends and innovations. The studio is optimistic that digital strategies will strengthen competitiveness in a dynamic market. 3. Effectiveness of Business Strategy: Active use of social media has been shown to increase the visibility of Vibes Studio as well as the number and geographical reach of its customers. This indicates that the digital strategy implemented is effective in increasing the attraction and number of customers. 4. Development and Adaptation Plan: In the future, Vibes Studio plans to expand the market by opening branches in new locations, keeping up with digital trends, and continuing to innovate to maintain its existence and attractiveness. 5. Difference from Competitors: Vibes Studio is consistent in following the latest social media trends and maintaining the quality of service that is an advantage over its competitors. 6. Customer Feedback Management: By paying attention to customer feedback, Vibes Studio strives to maintain a positive reputation through evaluation and improvement of service quality, as well as providing reward programs to increase customer loyalty.

Suggestion

This research provide some suggestion as follow: 1. Increase Interaction on Social Media: Vibes Studio is recommended to increase interaction with the audience on social media, for example by replying to comments or holding live Q&A sessions. More active interactions can help build closeness with customers and increase engagement. 2. Develop Internal Content Capabilities: The studio may consider training for internal creators in professional content creation. In addition, working with influencers or third parties in creating content can be an effective way to improve the quality of promotion. 3. Using Data to Determine Trends: To stay relevant, Vibes Studio can use analytics data to identify content trends that audiences are

most interested in, so they can be more targeted in planning marketing strategies. 4. Improve Online Reputation Management: Vibes Studio needs to actively monitor reviews and responses on social media and other platforms. Responding to feedback, both positive and negative, with professionals can reinforce a positive reputation and increase customer loyalty. 5. Consider More Diverse Loyalty Programs: More varied loyalty programs, such as loyalty cards or exclusive benefits, can be given to loyal customers to retain them in the long run. By implementing these suggestions, it is hoped that Vibes Studio can further increase its competitiveness and existence in the competitive digital photo industry.

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