

ANALYSIS OF THE IMPLEMENTATION OF DIGITAL MARKETING IN INCREASING SALES OF FASHION PRODUCTS AT OPAL SHOP MAGETAN REGENCY

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Abstract

Digital marketing is a very important part for business people today. One of them is the fashion product business actor Opal Shop Magetan Regency who needs digital marketing to promote their products in order to increase sales. Especially in the digital era like now where there are more and more competitors in the fashion industry, so business people must be able to have innovation in order to be able to compete and their business continues to stand. The purpose of this study is to find out about the implementation of digital marketing in Opal Shop Magetan Regency in increasing sales of fashion products and the strategies used to be able to influence customer buying interest. The method used in this study is a qualitative approach method with the research object Opal Shop Magetan Regency. The research technique used is an observation technique that involves researchers to go directly to the field and observe the source of the research object directly. The data obtained from this study are primary data. The results of this study indicate that using digital marketing as a medium to market fashion products at Opal Shop Magetan Regency can increase sales. Fashion products at Opal Shop are also increasingly known by many customers from various cities to outside the province. This increase in sales is not only online, but also offline because many customers come to the store. This is because they know the fashion products available at Opal Shop from various media used in promoting products. The media used by Opal Shop in implementing digital marketing are social media such as Instagram, TikTok, Facebook and Whatsapp Business. In addition, Opal Shop also uses a market place to make it easier for customers to purchase fashion products, such as Shopee and TikTok Shop.

Keywords: digital marketing, fashion products, social media, promotion

Introduction

Recently, the development of digital technology has been increasing rapidly. This momentum is widely used by business actors to increase sales of their products. One of them is the use of digital marketing as a medium to market its products so that they can be reached by customers in a wider scope. Digital marketing is a general term for targeted, measurable, and interactive product or service marketing activities or by using digital technology to achieve and provide a direction of change for customers and maintain it (Riyadi et al., 2019). The use of digital marketing is driven by an increase in people's productivity who are starting to switch to digital technology as a means of economic activities. With digital marketing, it can make it easier for customers to find various product needs such as fashion, beauty, health, electronics, home appliances and so on.

There are various digital media used by business actors in digital marketing activities, such as websites, social media (Instagram, Facebook, Youtube, Tiktok, and Whatsapp), as well as market places (Shopee, Tokopedia, Lazada, and so on). Social media is a forum that is quite widely used by businessmen, especially online clothing businessmen, apart from being able to reach more target markets, most social media has many interesting features that can be used without having to spend money or for free (Yunus, 2019). According to Sulaiman et al. (2015) as quoted in Elida & Raharjo (2019) said that low cost effectiveness makes MSMEs use this social media for marketing and ease of interaction, encouraging marketers and consumers to interact more easily. In addition to social media to market products, there is a market place that supports customers to easily make purchases online. The positive growth of e-commerce in Indonesia has changed people's spending patterns which are increasingly shifting from conventional purchases to electronic purchases or online shopping (Hayu, 2019).

Various business actors have implemented digital marketing as a medium for promoting and selling their products, one of which is the Opal Shop fashion product business in Magetan Regency. Opal Shop utilizes social media and market places as digital marketing tools so that they can be reached by

customers in various cities, so that they are able to increase sales of their fashion products in a situation where there are more and more competitors in the fashion industry. Sales using digital marketing are considered very effective in increasing sales of fashion products, because in an all-digital era like today, people prefer to buy fashion products online rather than offline. This is also influenced because customers compare in terms of price, most fashion products sold online are much cheaper compared to offline. Moreover, customers are facilitated by the delivery that reaches customers directly without having to leave the house.

With the development of digital marketing in the current era, this research aims to find out how the implementation of digital marketing in Opal Shop Magetan Regency? How does digital marketing affect the sale of fashion products at Opal Shop Magetan Regency? What strategies are carried out to influence customer buying interest? This research is expected to provide benefits so that the sales of fashion products at Opal Shop Magetan Regency are increasing and in demand by many customers.

Methods

This research method uses a qualitative approach method with the object of research, namely Opal Shop Magetan Regency in the application of digital marketing to increase sales of fashion products. In-depth research is carried out with observation techniques because researchers play the role of employees at Opal Shop in Magetan Regency, so this will make it easier for researchers to make direct observations. The source of the data obtained is primary data. Kotler & Keller (2009), states that primary data is new data collected for a specific purpose or for a specific research project. Primary data was obtained through observations made by the researcher by observing the activities of customers who purchased fashion products online and offline after promotion using digital marketing on social media, interaction between customers and sellers in the process of purchasing fashion products, as well as customer responses and interests regarding fashion products that have been promoted.

This observation technique involves researchers directly to go to the field because they play the role of employees at Opal Shop, Magetan Regency. Researchers will interact directly with customers, practice the application of digital marketing directly by promoting new fashion products to social media such as Whatsapp Business, Instagram, Facebook and Tiktok, directly observe how customers respond after promotion on social media, respond and answer every customer question about fashion products to make purchases, and help provide the right solutions to customers regarding the fashion products they are looking for so that they are still interested in buying fashion products at Opal Shop.

With direct observation and practice carried out by researchers, data according to facts and information obtained will be obtained more accurately. Images from fashion product purchase data through social media and market places were obtained after customers made purchase transactions and after promotions were carried out using digital marketing tools. The data analysis used in this study is in the form of collecting several images from online fashion product purchase data through market places and social media, checking customer satisfaction assessments regarding fashion products on Shopee, and analyzing the application of digital marketing in increasing sales of fashion products so that it can attract customer buying interest.

Results and Discussions

Opal Shop Magetan Regency is one of the fashion product stores that sells a variety of clothes for women, men and children. Opal Shop Magetan Regency implements digital marketing as a medium to promote its fashion products so that they are known by the wider community. The digital marketing media used by Opal Shop Magetan Regency is social media such as Instagram, Facebook, Tiktok and Whatsapp Business, and also uses market places such as Shopee and Tiktok Shop to make it easier for customers to buy fashion products and get free shipping services.

The number of digital marketing media used, so it is necessary to manage well and appropriately every media used to promote fashion products in Opal Shop Magetan Regency. With good and proper management, it can effectively affect the increase in sales of fashion products. The following is the management of digital marketing media at Opal Shop, Magetan Regency, which is carried out on Instagram, Facebook, Tiktok, Whatsapp Business, Tiktok Shop and Shopee:

1. Instagram

Instagram is one of the social media that is widely used by people today because of various features such as being able to upload photos, videos, send messages, make calls and various other interesting and useful features. With these various features, business actors such as Opal Shop Magetan Regency are used to promote their fashion products. With Instagram, fashion products in Opal Shop in Magetan Regency have become known by the wider community who are not only from

Magetan Regency. Opal Shop Magetan Regency has always been consistent in uploading its fashion products on Instagram. Every day uploads fashion products in the form of photos or videos, and every time there will be products that come or new they upload regularly. By always being active and consistent in uploading their fashion products on Instagram, it can affect the response and buying interest of customers even higher. Customers will be curious about the next fashion product uploads on Opal Shop Magetan Regency so they follow the Opal Shop Instagram account. This can affect the sales rate of fashion products in Opal Shop. The seller's response to customers is also a very important thing, fast and friendly service will make customers feel comfortable and satisfied to buy fashion products at Opal Shop Magetan Regency.

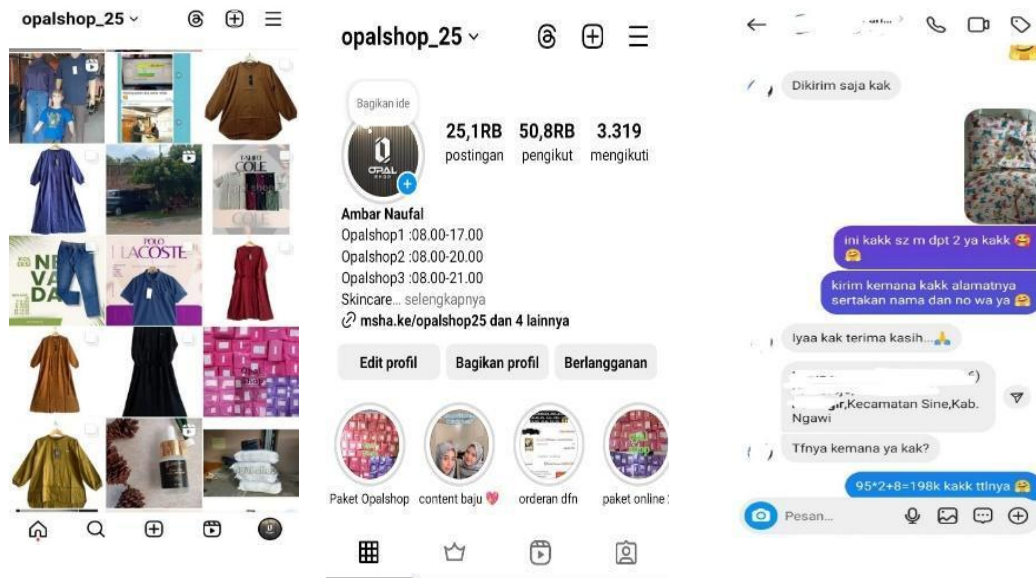


Figure 1.
Opal Shop Instagram Account and Orders Via DM

2. Facebook

Facebook is a social media that is almost the same as Instagram, which has features that can upload photos or videos, send messages, make calls and other features. However, the use of Facebook as a medium to promote fashion products at Opal Shop in Magetan Regency is still not effective in inviting customers' interest in buying. There are only a few customers who responded to the upload of fashion products on the Facebook account of Opal Shop Magetan Regency. This may be because Opal Shop customers use Instagram, Tiktok or Whatsapp more so that the use of Facebook as a promotional medium is still less effective. Although the use of Facebook is still ineffective, Opal Shop Magetan Regency is always consistent in uploading its fashion products. They also do ways to attract customers' buying interest, one of which is by making photos of their fashion products as attractive as possible.

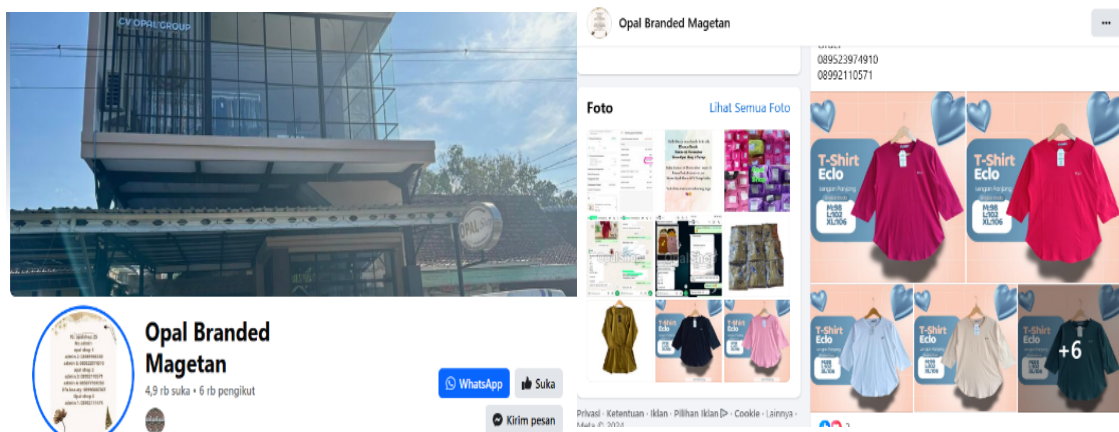


Figure 2. Opal Shop Facebook Account

3. Tiktok

Currently, Tiktok is widely used by all ages because of the various interesting features it has. On Tiktok we can upload videos and photos with additional music, especially now that there is an additional feature, namely being able to add products for sale to each of our uploads. And anyone who sees the upload can press the cart sign on each upload and is directly directed to our store to make a product purchase. This feature is called Tiktok Shop which is an additional feature of Tiktok to make it easier for business actors and customers to make product buying and selling transactions.

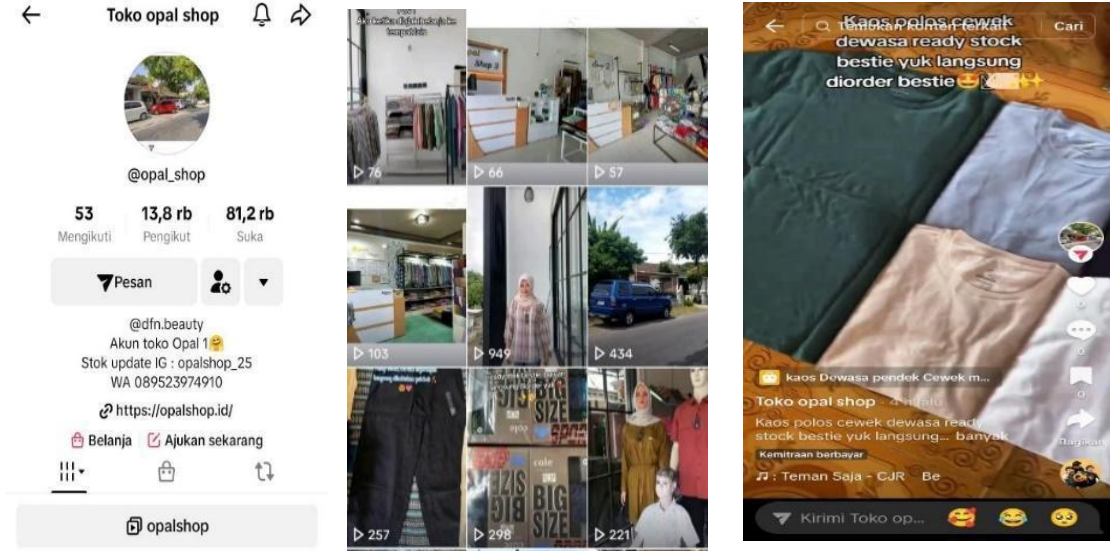


Figure 3.
Opal Shop Tiktok Account

4. Whatsapp

Whatsapp is an application for sending messages and making calls. There are 2 types of Whatsapp applications, namely regular Whatsapp and Whatsapp Business. Business actors usually use Whatsapp Business as a medium to promote their products. One of them is the Opal Shop of Magetan Regency which uses Whatsapp Business to promote its fashion products so that they are more accessible to the wider community. The use of Whatsapp Business is very effective because many Opal Shop customers in Magetan Regency purchase fashion products through Whatsapp Business. Opal Shop Magetan Regency always consistently uploads its fashion products every day in groups or on Whatsapp stories. Because this upload can invite responses from customers who are curious about the latest fashion products, until finally they order the fashion product through Whatsapp Business. This customer response is not only from customers around Magetan Regency, but from outside the city and even outside the province. So it can be said that the use of Whatsapp Business is indeed effective in reaching customers widely.

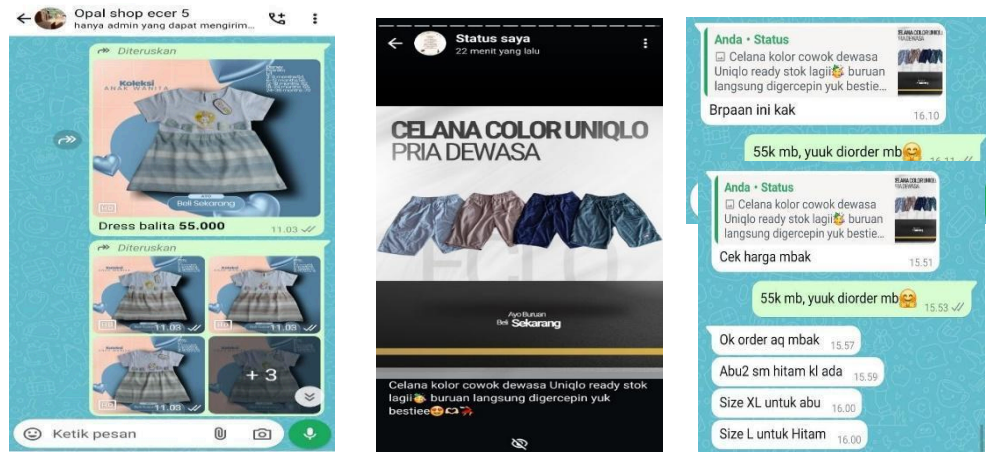


Figure 4.
Group Uploads Whatsapp Stories, and Customer Responses



Figure 5.
Customers Order from Whatsapp Business

5. Tiktok Shop

Tiktok is not only a social media but now has a combined feature, namely between social media and market place. So that this will make it easier for business actors to promote their products. Business actors can add their selling products in each upload in the add product selection menu. Then in the upload, an image of the bag will appear at the bottom. Anyone who presses the image of the bag will be automatically directed to the Tiktok Shop menu. So, this will make it easier for customers who want to buy the product. Opal Shop Magetan Regency uses this Tiktok Shop as one of the media to sell its fashion products and to make it easier for its customers to make transactions.

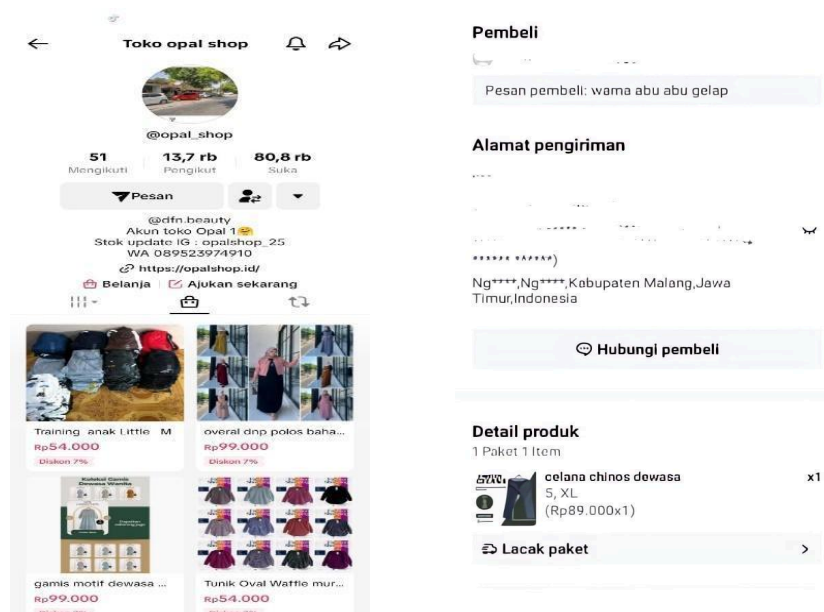


Figure 6.
Tiktok Shop Account and Opal Shop Customer Orders

6. Shopee

Shopee is one of the market places that are widely used by business actors today. Because many customers use Shopee as one of the market place options to purchase the products they are looking for. So that this opportunity is taken advantage of by the Magetan Regency Opal Shop to market its fashion products on Shopee. Shopee provides various benefits and conveniences for business actors and customers. One of them is in the form of free shipping vouchers, cash back, discounts and other interesting programs. In addition, on Shopee, business actors can do live broadcasts so that business actors can interact directly with their customers. As well as providing solutions or suggestions to customers regarding the products they are looking for. With Shopee, fashion products in Opal Shop can be reached by customers even outside the province and even outside the island. This makes fashion products at Opal Shop in Magetan Regency increasingly known by the wider community.

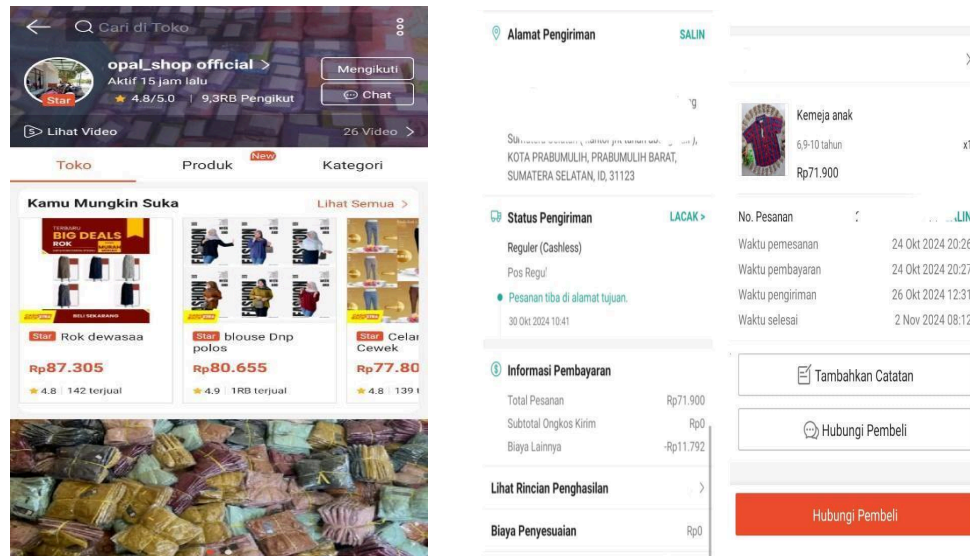


Figure 7.
Shopee Opal Shop Account and Customer Orders

To upload products using digital marketing media, it is necessary to choose the right time and do it consistently. Opal Shop of Magetan Regency chooses a time of 11.00-13.00 to upload its fashion products on all its social media accounts. Where at that hour is a break time for people who are doing activities, so it is considered effective for uploading products. In addition to uploading products, Opal Shop Magetan Regency also conducts live broadcasts on Tiktok and Shopee. This live broadcast is carried out every day and at the same time, for live broadcasts on Tiktok are carried out at 11.00-16.00 while on Shopee it is carried out every 09.00-20.00. By doing a live broadcast like this, it will make it easier for sellers and buyers to communicate, and can provide solutions and suggestions to customers who are looking for the fashion products they want.

Providing the best service to customers is one way to increase customer satisfaction with fashion products at Opal Shop Magetan Regency. Customers who are satisfied with the quality of fashion products at Opal Shop and get the best service will affect a positive reputation for Opal Shop Magetan Regency. So that this can be one of the influences of increasing sales of fashion products at Opal Shop Magetan Regency because many customers are satisfied and give positive assessments.

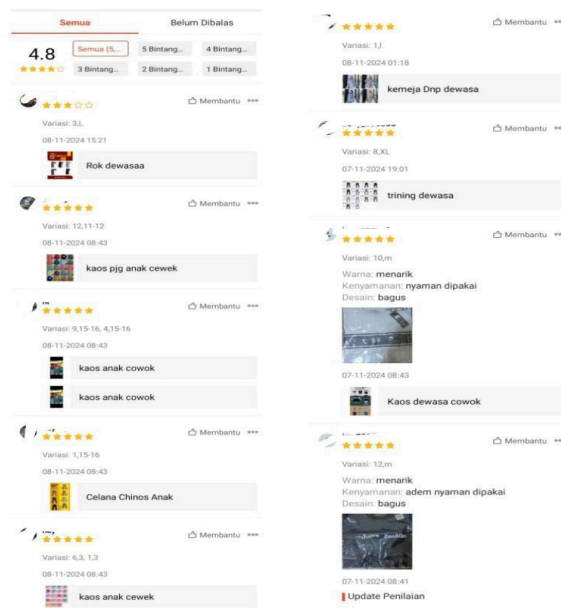


Figure 8.
Customer Assessment at Shopee Opal Shop

Conclusion

From the results of the above research, it can be concluded that the implementation of digital marketing can increase sales of fashion products in Opal Shop, Magetan Regency, namely by promoting fashion products on social media and market place. Upload fashion products consistently at the same time and every day. In addition to uploading fashion products on social media, Opal Shop also conducts live broadcasts on Tiktok and Shopee. The use of digital marketing media is considered effective to reach customers from various cities not only from around Magetan Regency, but also from outside the province to outside the island. That way, Opal Shop fashion products in Magetan Regency are increasingly known by many customers and sales are increasing. In uploading products on social media and market places, interesting and creative product photos and content videos are needed to invite attraction and buying interest for customers. Customers who are curious about the product will start communicating with the seller through the messages they send. Opal Shop Magetan Regency also prioritizes the best service to its customers, namely by providing the right solutions regarding the fashion products they are looking for. Customers who are satisfied with the service obtained from Opal Shop Magetan Regency will give a positive assessment so that they can improve the reputation of the store. A good reputation can increase the number of sales of fashion products as well as customers.

Suggestion

The use of social media in the form of Facebook is considered ineffective in increasing sales of fashion products at Opal Shop Magetan Regency, so innovation is needed to be able to invite customer interest in fashion products at Opal Shop, Magetan Regency.

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