

DIGITAL PROMOTION STRATEGY IN INCREASING COSMETIC SALES VOLUME STUDY AT WW BEAUTY COSMETICS STORE IN MALANG

Ika Andriani¹⁾, Muhammad Karisma Alam²⁾

¹⁾ Department of Management, Universitas Terbuka, Indonesia

²⁾ Department of Management, Universitas Terbuka, Indonesia

Corresponding author: ikaandriani0304@gmail.com

Abstract

Currently, the cosmetic industry is usually experience very rapid growth, and competition in the personal care sector and the cosmetic industry is getting tighter. In the business world competition is very fierce and intent, at the domestic and global market levels. The problem faced by the WW Beauty located at malang Cosmetics Store is the lack of promotion of cosmetic products sold and the difficulty in increasing sales. The purpose of this study is to determine the Digital promotion strategy in increasing Sales volume at the WW Beauty Cosmetics Store. This study uses a qualitative descriptive method. Data collection techniques are carried out through in-depth interviews and field observations. In addition, SWOT analysis is used to identify internal and external factors that influence promotional strategies in increasing sales volume at the WW Beauty Cosmetics Store. The results of this study are that the WW Beauty Cosmetics Store has several promotional strategies including; use of social media, product bundling systems, discount promotions, and collaboration with local influencers. However, these strategies have not been carried out consistently and have not been supported by data. The results of the SWOT analysis data show that the WW Beauty Cosmetics Store is in quadrant V, which means that the WW Beauty Cosmetics Store must be able to maintain the current market promotion strategy and can increase the effectiveness of digital promotion and internal management.

Keywords: Promotion Strategy, SWOT Analysis, Cosmetic Sales, Qualitative Method

Introduction

Currently, the cosmetic industry is experiencing very rapid growth, and competition in the personal care and cosmetic sectors is becoming increasingly fierce. This phenomenon is evident from the various types of cosmetics available in the market today, both locally produced and imported products. Currently, the purchase of cosmetic products is not just about meeting consumer needs, but is also considered a necessity. The availability of cosmetic products in the market greatly influences preferences and perceptions regarding the purchase or use of those products. some consumers do not make impulsive decisions when choosing a cosmetic brand On the contrary, consumers can make various considerations when purchasing cosmetics, such as price, product quality, and the impact of advertisements before making a decision to buy the cosmetic products. (Agustin, D.I., et al., 2024)

In the current business competition, it has become very fierce and intense, both in the domestic and global markets, especially in the sales of WW Beauty Malang cosmetic products. WW Beauty Malang Cosmetic Store is facing difficulties in dealing with competition in the business and maintaining modern sales due to the rapidly increasing business competition. Meanwhile, WW Beauty cosmetic store lacks consistency in its current promotion and sales strategies to implement marketing or promotional strategies that emphasize cosmetic products such as price, quality, and consumer distribution to enhance customer satisfaction. (Gundara, M.G.A, et al., 2022). Intense competition in sales is inseparable from various efforts at different levels and targeted segments. Because customer loyalty is one of the keys to winning the competition, all companies are interested in meeting all aspects of this loyalty, and the current business sales development in business. (Aliyah, H, et al., 2024).

Marketing is an activity that has been planned by a company, organization, or institution by making efforts to meet market needs with the aim of achieving sales profit and marketing strategy targets. Marketing

also becomes the most important part for a company or organization to operate its business or enterprise. Marketing is often considered the same as sales. However, not every idea or plan implemented in marketing is necessarily about sales to achieve direct profits for the company. (Windi,P.et al., 2021). According to (Harefa, A. K, et al., 2022), an activity that can be undertaken by a trader to promote their products, whether in the form of goods or services, aims to achieve sales volume as expected. Sales volume is the total amount obtained through the sale of goods or services for the entrepreneur over a specific period. sales volume can be considered good when viewed from the number of products or services sold. (Harefa, A. K, et al., 2022).

Additionally, store owners are often less active in conducting broader promotions due to limited funds and knowledge of current digital developments. Based on the scientific work that the author is currently undertaking with the aim of understanding the promotional strategies implemented by the WW Beauty cosmetic store in Malang effectively through SWOT analysis, as well as providing a deeper understanding in fulfilling better and more effective promotional strategies, and in increasing sales through SWOT analysis. (Meidita, T., et al., 2023)

According to (Faeni, D.P., et al., 2024). SWOT analysis is a method for developing and generating appropriate strategies by evaluating internal resources (strengths and weaknesses) as well as external ones (opportunities and threats). In the application of SWOT analysis to the development of business promotion strategies, it can help the WW Beauty cosmetic store in Malang to design realistic and focused plans on promotion and sales. In a dynamic business environment that is often ineffective or uncertain, it is crucial to understand and delve into the factors that can influence sales, which is very important for both the present and the long term. SWOT analysis itself consists of two parts: a micro-environment study that identifies opportunities and threats. finding and identifying opportunities related to breakthroughs in the corporate sector quickly, effectively, and efficiently. (Faeni, D.P., et al., 2024).

From the introduction, the purpose of this research is to observe and study the development of WW Beauty Cosmetic Store in Malang using SWOT analysis as a promotional strategy and product sales volume technique to consumers. And this research can be beneficial for the WW Beauty cosmetic store in Malang because it can provide ideas for the future. From this research, it is also useful for them in their efforts to gain understanding and more effective promotion and sales tactics, as well as to maintain productive sales volume.

Research Method

This research uses a qualitative descriptive approach. The qualitative method is an approach that focuses on understanding events through data and also through data interpretation. This approach describes an event by creating a descriptive analysis of the sentence structure of the research object (Sahir, S.H,2022). The descriptive method aims to clearly and accurately depict facts and relationships regarding current events. This research aims to study the WW Beauty Cosmetic Store in Malang. This store is located in Malang Regency, Jl Raya Tumapel, Singosari District.

This research was conducted using interview and observation methods with several employees and Mrs. Nushah (the owner of WW Beauty Malang Cosmetic Store) through a series of questions to obtain the necessary information and data for this study. Such as, How does WW Beauty Cosmetic Store promote its products, what does WW Beauty Store do to attract customers through offline promotions, how does WW Beauty Store retain old customers, and does WW Beauty Store collaborate with influencer or celebrities on Instagram. SWOT analysis is used in this data analysis. The formulation of strategies serves as the basis for drawing conclusions and offering solutions, besides, this is the final result of this research.

Results and Discussion

This research focuses on digital marketing strategies to increase sales at WW Beauty Cosmetics Store in Singosari, Malang. WW Beauty Store is also classified as a micro and medum-sized enterprise (SME). This business greatly expands its online reach through e-commerce under the name WW Beauty Cosmetics Store.

With a strategic location in the shopping center, this store is very easy to access for customers who want to shop in person. To reach a wider market, WW Beauty Cosmetics Store also utilizes e-commerce to become more recognized and accessible to consumers in sales. (Ramadhan, R.P, et al.,2022)

Through interviews conducted by the researcher on Monday, April 30, 2025, with employees and the owner of WW Beauty Cosmetics Store, Mrs. Nushah, the results of the interviews and observations carried out at WW Beauty Cosmetics Store at this time are: WW Beauty Store markets through social media such as Facebook, Instagram, and TikTok to attract offline customers. WW Beauty Store offers monthly discounts and product bundling to retain old or regular customers. WW Beauty Store has implemented a loyalty program for customers, and WW Beauty Store also collaborates with local influencers and social media celebrities.

The strategy implemented by WW Beauty Cosmetics Store has successfully attracted customers, but observations in December 2024 indicate a lack of consistency during promotions and suboptimal use of technology. Here are the strengths, weaknesses, opportunities, and threats of WW Beauty Cosmetics Store. Strength (Kekuatan), WW Beauty Store has a diverse and complete range of products, competitive pricing, and friendly service. On the Weaknesses point, WW Beauty Store does not yet have a well-structured promotion system, as well as limitations in human resources. As for the opportunities at WW Beauty Store, there are many developments in beauty trends currently and a significant increase in e-commerce usage. There are Threats to WW Beauty Store, such as the intense competition in the marketplace and the changing consumer preferences.

Based on the SWOT Analysis above, it shows that the promotional strategy implemented by WW Beauty Cosmetic Store is quite effective in attracting local customers. However, reaching a wider market has not been maximized at this time. In the use of social media, there is a lack of consistency in uploading planned content, resulting in low engagement. In discount and bundling promotions, they are quite appealing, but they have not been followed up with data and sales analysis to measure effectiveness.

It can be concluded that WW Beauty Cosmetics Store has strengths in product variety and service, but the digital marketing strategy needs further improvement. From the opportunities of beauty trends and the growth of e-commerce, they must be able to leverage digital marketing such as; conducting live shopping on TikTok and Shopee, WW Beauty Store can also collaborate with beauty influencers, and create a well-planned social media content schedule and join marketplaces.

The threat from large competitors like marketplaces can be minimized through customer engagement, service quality, and added value such as beauty consultations. There are several strategies recommended for WW Beauty Store; promotions focused on social media content or campaigns, WW Beauty Store can also use the customer database for remarketing strategies and special offers, and can enhance employee capacity to provide better promotions and services.

IFAS MATRIX AND EFAS MATRIX

WW Beauty Cosmetics Store can use the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) matrices. This matrix can provide a more structured overview of how internal and external factors can influence promotions at WW Beauty Cosmetics store. (Safitri,Z,et al.,2024).

Table 1. Internal Factor Analysis Summary (IFAS)

INTERNAL FACTOR	WEIGHT	RATING	SCORE
1. Diverse and complete products	0,20	4	0,80
2. Price competition	0,15	3	0,45
3. Friendly service	0,10	3	0,30
4. Does not yet have a structured promotion system	0,25	2	0,50
5. Limited human resources and marketing team	0,30	2	0,60
TOTAL	1.00		2.65

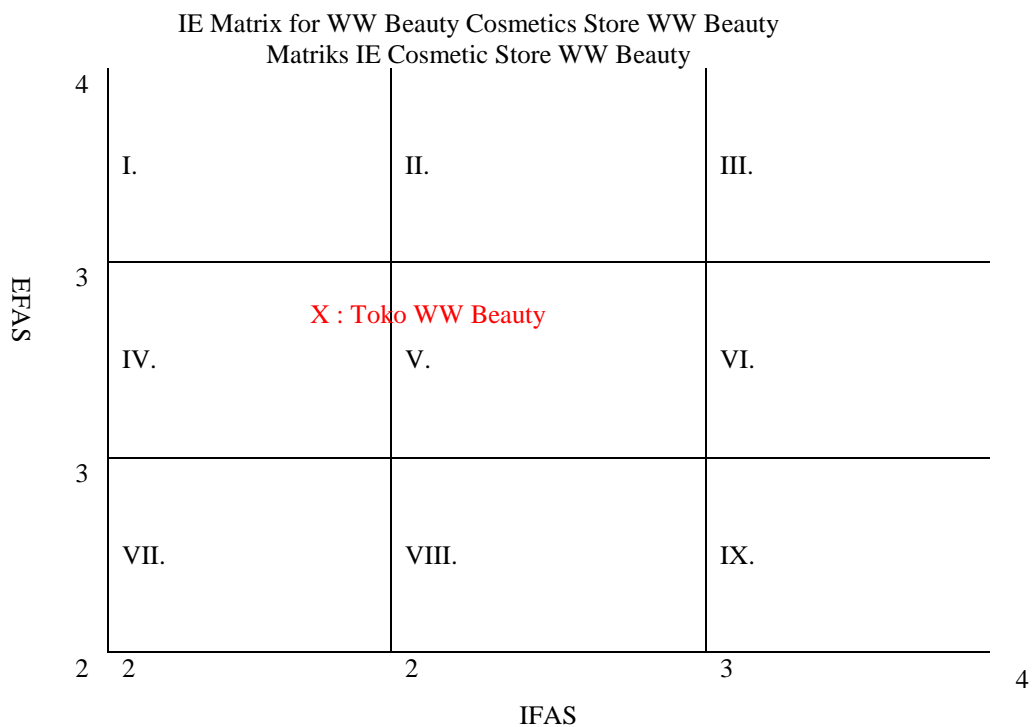
Table: Data Source from the Owner of WW Beauty Cosmetics Store

Table 2. External Factor Analysis Summary (EFAS)

EXTERNAL FACTOR	WEIGHT	RATING	SCORE
-----------------	--------	--------	-------

1. The current development of beauty trends	0,25	4	1,00
2. The increasing use of e-commerce	0,20	3	0,60
3. The intense competition in the marketplace	0,30	2	0,60
4. Changes in consumer preferences	0,25	2	0,50
TOTAL	1.00		2.70

Table: Data Source from the Owner of WW Beauty Cosmetics Store



From the IFAS score of 2.65 and the EFAS score of 32.70, WW Beauty Store is in Quadrant V (Hold and Maintain), which means WW Beauty Store can maintain its current promotional strategy. The recommended strategies for WW Beauty Cosmetics Store are: conducting more consistent and aggressive digital promotions, designing new bundles or exclusive variants, and providing good service through online beauty consultations and loyalty programs.

SWOT MATRIX

	Strength (Kekuatan) 1. Diverse and complete products 2. Price competition 3. Friendly service	Weaknesses (Kelemahan) 1. Does not yet have a structured promotion system 2. Limited human resources
--	---	---

<i>Opportunities (Peluang)</i> 1. The current rise of beauty trends 2. The use of e-commerce has significantly increased	Strategy SO 1. Offering a more comprehensive range of beauty products to keep up with trends and attract the continuously growing market. 2. Utilizing e-commerce to highlight price and quality, as well as friendly and good service in digital marketing. 3. Creating a catalog as attractive as possible to showcase products as promotional material	Strategy WO 1. Developing a structured digital promotion system through social media and e-commerce in beauty trends and the surge in online usage 2. Recruiting human resources for managing digital marketing and online services 3. Leveraging current trends by collaborating with influencers
<i>Threats (Ancaman)</i> 1. Competition from large marketplaces 2. Changes in consumer preferences	Strategy ST 1. Improve the quality of products and services in the competition of major marketplaces. 2. Innovate products and packaging to attract customers interested in changing consumer preferences. 3. Implement customer loyalty to expand the market	Strategy WT 1. Conduct an evaluation and develop a promotional strategy to compete with major marketplaces. 2. Optimize existing human resources with digital tools to keep up with rapidly changing consumer trends. 3. Conduct benchmarking on competitors to take adaptive steps.

Image: SWOT MATRIX WW Beauty Cosmetics Store Malang

To strengthen the interview results, the researcher used a SWOT analysis, Strengths, Weaknesses, Opportunities, Threats. To identify the strengths, weaknesses, threats, and opportunities for WW Beauty Kosmetik Store located in Singosari, Malang Regency. This analysis is important as a basis for formulating a promotional strategy. In the internal environment, Strengths, WW Beauty has a diverse and complete range of products, competitive prices, and friendly service, capable of attracting and retaining customers. Weaknesses (Kelemahan). WW Beauty Store does not yet have a structured promotion and lacks human resources, which can impact operations and business development. External Environment includes: Opportunities: the continuously evolving beauty trends and the increasing use of e-commerce provide opportunities to reaching a wider market. Threats, competition with large marketplaces, and rapid changes in preferences can pose a threat to small businesses.

The SWOT strategy is carried out with strategies (SO, ST, WO, WT) which can be explained as follows, The ST strategy is oriented towards improving product and service quality, packaging innovation, and customer loyalty programs in response to changing trends and competition. SO Strategy: provide products in line with current trends and maximize e-commerce and digital catalogs for promotion, as well as strengthen the appeal of prices and services. WO Strategy, can develop digital promotions, recruit experienced human resources for online marketing, and collaborate with influencers. and for the WT Strategy, it can develop a fairly efficient strategy, utilizing digital tools to adapt to trends and conducting benchmarking against consumers.

Conclusion and Recommendations

Based on the results of the marketing strategy research to increase sales at WW Beauty Cosmetics Store using SWOT analysis, it can be concluded that the promotional strategy of WW Beauty Cosmetics Store is currently quite diverse, including the use of social media, bundling discount systems, and collaboration with influencers. However, these strategies are not yet effective and consistent, and they are not data-driven, so they are not optimal. The results of the SWOT analysis show that WW Beauty Cosmetics Store has a variety of product strengths and friendly service, but is also weak in digital promotion strategies and human resource

management. from the IFAS and EFAS analysis, the scores were (internal: 2.65) and (external: 2.70), which place WW Beauty Cosmetics Store in Quadrant V of the IE matrix, indicating a Hold and Maintain strategy. This means emphasizing efforts to maintain the current position while improving operational efficiency and promotional strategies.

There are several suggestions for WW Beauty Cosmetics Store to maintain its promotional strategy in increasing sales volume: WW Beauty Store can strategically enhance digital promotions by creating a detailed content schedule on social media, running paid ads on Instagram/TikTok, and increasing collaborations with influencers relevant to the current target market. using customer data to build preference-based promotion strategies such as personalized loyalty or re-engagement campaigns for old customers. Developing HR capacity, especially in the field of digital promotion strategies and customer service, through internal training and potentially recruiting staff with experience in promotion. WW Beauty Store can maintain and enhance its store's advantages such as friendly service, a diverse range of products, and competitive prices, so that customer loyalty remains high in the current business competition. and always conduct regular evaluations of promotional and sales strategies to assess the campaigns carried out, as well as to adjust to frequently changing trends and needs.

References

- Agustin,D, I., Hasanah, U., Gusliyani,A., & Laksana, A.(2024). Marketing Strategy of Guardiian Ramayana Serang City in Increasing Wardah Product Sales. Student journal : Journal of Scientific Reasoning and Student Reswarch, 6(1), 45-54
- Aliyah, H., Octaria, E, A., syahdiany, G., Kusumah, A., Avessina, M, J.,Azmia, N., &Wijaya, C.(2024). Hydroponic Marketing Strategies as a Socio-Economic Movement for the Community In the Digital 4.0 Era at PT. Lumina Agro Madania. Mandira Cendikia Community Service Journal, 3(1). 408-412
- Faeni, D. P., Jumawan, J., Fitri, N., Putri, S. W., Anggaina, M., Putri, E. N., & Arzety, A. V. (2024). The Use of SWOT Analysis for Marketing Strategies to Increase Sales. OPTIMAL Journal of Economics and Management, 4(1), 30-38.
- Gundara, M. G. A., Fitriadi, B. W., & Barlian, B. (2022). The Influence of Promotion Strategies Through Social Media on Purchase Decisions (Survey of Wardah Consumers at Muara Kosmetik Tasikmalaya). ULIL ALBAB: Multidisciplinary Scientific Journal, 1(11), 4009-4013.
- Harefa, A. K., & Zendrato, W. (2022). Analysis of marketing strategies in increasing sales volume at UD. Luki, Umbunasi District, South Nias Regency. Curve Elasticity: Journal of Economic Education, 3(2), 88-99.
- Meidita, T., & Sukmono, Y. (2023). Formulation of Marketing Strategies for Rengginang Products with the Application of Strategic Management Formulation. Jurnal Teknik Industri: Journal of Research and Scientific Works in the Field of Industrial Engineering, 9(1), 155-166.
- Ramadhan, R. P., Bela, O. L., & Prasetyo, H. D. (2022). Analysis of marketing strategies in an effort to increase sales at Makaroni Kriukzz business. Jurnal Bina Bangsa Ekonomika, 15(1), 277-281.
- Sahir, S., H. (2022). RESEARCH METHODOLOGY.
- Safitri, Z., El, W., Sitorus, V. P., & Noviyanti, I. (2024). SWOT Analysis on Business Strategy Development at Warung Makan Asyik, Balunijuk Village. Manuhara Journal: Center for Research in Management and Business Sciences, 2(3), 140-153.
- Windi, P., & Mursid, M. C. (2021). The importance of organizational behavior and marketing strategies in facing business competition in the digital era. Business Logistics Journal, 11(2), 71-77.

Author's Bibliography

Ika Andriani was born in Malang, Indonesi, on April 3, 2003. A student in the Management Study Program Study Program at Universitas Terbuka, Indonesia, which started in 2022. During the study periode, actively participating in various seminars and organizations at the Universitas Terbuka, including the PMII organization.