

Online Marketing Strategy for Fashion Products: A Case Study on Matahari Company

Online Marketing
Strategy

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ABSTRACT

The marketing communication strategy of Toska Fashion is designed to increase customer engagement through the company website. In the current business environment, competition is intensifying, with companies facing increasing pressure to refine their communication strategies and highlight the advantages of their products. Matahari, a retailer offering both local and international clothing, has encountered challenges in online marketing. This presents an opportunity to examine the effectiveness of the marketing communication strategy, particularly in the context of websites integrated with social media platforms such as Instagram. The objective of these methods is to enhance customer engagement with Matahari Fashion products. The process of building customer engagement is comprised of several key elements, including the utilization of advertisements, the integration of shopping features on social media, the implementation of campaigns with prizes, the monitoring of after-sales interactions, and the engagement with social media features. These elements are expected to contribute to an increase in Matahari's customer engagement, which in turn should result in an uptick in the number of sales transactions.

Keywords: Strategy; Online Marketing; Social Media; Communication; Customer Engagement

ABSTRAK

Strategi komunikasi pemasaran Toska Fashion dirancang untuk meningkatkan keterlibatan pelanggan melalui website perusahaan. Dalam lingkungan bisnis saat ini, persaingan semakin ketat, dan perusahaan menghadapi tekanan yang semakin besar untuk menyempurnakan strategi komunikasi dan menonjolkan keunggulan produk mereka. Matahari, pengecer yang menawarkan pakaian lokal dan internasional, menghadapi tantangan dalam pemasaran online. Hal ini memberikan peluang untuk mengkaji efektivitas strategi komunikasi pemasaran, khususnya dalam konteks situs web yang terintegrasi dengan platform media sosial seperti Instagram. Tujuan dari

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metode ini adalah untuk meningkatkan keterlibatan pelanggan dengan produk Matahari Fashion. Proses membangun keterlibatan pelanggan terdiri dari beberapa elemen kunci, antara lain pemanfaatan iklan, integrasi fitur belanja di media sosial, penerapan kampanye berhadiah, pemantauan interaksi purna jual, dan keterlibatan dengan fitur media sosial. Elemen-elemen ini diharapkan dapat berkontribusi pada peningkatan keterlibatan pelanggan Matahari, yang pada gilirannya akan berdampak pada peningkatan jumlah transaksi penjualan.

Kata kunci: Strategi; Pemasaran Online; Media Sosial; Komunikasi; Keterlibatan Pelanggan

INTRODUCTION

A business in various fields must have a communication strategy (Kumar et al., 2021; Shankar et al., 2022). Communication Strategy is the process of delivering information from one individual to the general public with the intention of influencing behavior, opinions and attitudes. This information can be conveyed straightforwardly and honestly, either in person (face-to-face communication) or through an information medium (communication through the media) (Onong, 2009). The modern business environment, competition is becoming increasingly intense. This is largely due to companies continually refining their communication strategies and emphasizing their product advantages each year. As defined by Machfoedz (2010), marketing communication is the transmission of information about products from marketers to consumers. Marketers utilize various forms of advertising, publicity, sales promotion, direct sales, and direct marketing to disseminate messages that they hope will influence consumer purchasing decisions (Shimp, 2000; Saravanakumar & SuganthaLakshmi, 2012; Czinkota et al., 2021; Helmi et al., 2022; Kurniawan & Suhermin, 2023). The development of the business world is currently growing at a rapid pace, as evidenced by the proliferation of Small and Medium Enterprises and big companies. This has led to intensified competition between MSMEs to attract a larger customer base (Tayibnapis et al., 2021; Bagale et al., 2021; Fauzi & Sheng, 2022). The ease of obtaining products has made it easier for consumers to switch from one brand to another. One of the fashion businesses that has been relatively big in this market is Matahari, which produces women's clothing, including dresses, pajamas, outerwear, shirts, hijabs, and other items for both adults and children. It is widely acknowledged that the online realm represents a lucrative business sector. One such avenue is the establishment of a website that is integrated with social media. The nature of social media itself is not inherently private. From the characteristics and habits of social media users, it is evident that they can dedicate hours to social media, even if it is merely to upload or share photos, and videos, or to browse content and leave comments.

One of the advantages of the online world for marketing strategies is the ability to utilize websites and social media platforms such as Facebook and Instagram (Nadzira et al., 2020; Adiyono et al., 2021; Khanom, 2023). Matahari, for instance, has identified a market that is still growing and developing in various ways, including advertising through social media and offering attractive discount promotions. Matahari employs the website as a promotional medium due to the online world's capacity to facilitate the promotion of products. This is exemplified by the ability to upload photos and videos of products accompanied by engaging product descriptions and the creation of Instagram stories. The substantial potential for growth provides Matahari with an incentive to sell a diverse range of products through the website. Communication can be defined as the act of conveying information from one individual to another, or to a broader collective audience (Shaddiq et al., 2021). This definition implies that communication must necessarily involve two or more individuals in order to qualify as a communicative act. As such, communication can be considered a subset of the broader category of human communication. It can be argued that communication is a process whereby information is transferred from a sender to a receiver, with the aim of initiating, maintaining, or modifying a relationship. This can be achieved directly through face-to-face communication or indirectly through media channels. The term 'communication strategy' can be defined as the planning of

communicative acts, which is then implemented through a variety of means (Obembe et al., 2021). In this case, a communicator must possess the ability to devise effective plans in order to achieve the communication goals he or she desires. As is the case with strategies in any field, communication strategies must be supported by theory, as theory is based on experience that has been tested for validity.

The interpretation below is deliberately aimed only at the message component. In order for a communicator to be efficient, the message they convey must meet certain criteria. Firstly, the message must be organized systematically. This can be achieved by following a sequence, such as that seen in written communication, which typically comprises an introduction, statement, reason, and conclusion. Aristotle outlines six distinct sequences that must be considered when developing a communication strategy. These include deductive, inductive, chronological, special, and topical sequences. The message that the communicator is attempting to convey must be able to capture the attention of the audience. In his book, *How Communication Works*, he provides an in-depth analysis of the methods employed by a communicator to prepare an effective communication message. For him, an interesting message is one that has a connection with something the communicator needs and that also provides steps to achieve those needs. If the intent and purpose of the message are not aligned with the communicator's needs, the message is considered to be of little value and is therefore unlikely to be heeded. Messages must be easily understood by the communicants. The manner in which a message is conveyed is typically influenced by the semantic aspect, which concerns the use of language as a means of channeling the thoughts and feelings of the communicator to the communicator. In order for communication to be effective and unambiguous, it is essential for the communicator to pay attention to this semantic constraint. Errors in speech or writing can lead to misinterpretation or misunderstanding if they are not corrected.

From the aforementioned understanding, a communication strategy is the initial planning in a product, whether in the short or long term. This strategy involves the systematic conveyance of messages from Toska Fashion to consumers. The information to be conveyed must be both interesting and easy to understand. As elucidated by Bala & Verma (2018) and Peter & Dalla Vecchia (2021), digital marketing is defined as the sale and promotion of a brand or products and services via the Internet. Piñeiro-Otero & Martínez-Rolán (2016) and Kannan (2017) posit that digital marketing entails the promotion of a product brand through a multitude of electronic media channels that facilitate direct feedback. Wardhana (2015) defines digital marketing as a brand's product marketing activities conducted through web-based digital channels. Salya (2010) enumerates several tools that can be employed in digital marketing, including the Creation of a company or organization website that aims to provide relevant and interesting information to consumers (Website) the utilization of a business directory to attract visitors by cooperating with search engines, such as Google and Yahoo (Search Engine Marketing). c) Web banner, which is the creation of an attractive advertising box or flag on a company or organization website. Social networking, which is the entry into a free social forum (social media) that discusses current topics, such as: WordPress, Facebook, and Twitter. One may employ a mailing list strategy or utilize an email database derived from the Electronic Customer Relationship Management (ECRM) program. Viral Marketing: This strategy employs a viral method that compels visitors to revisit the site. Affiliate Marketing: This strategy is based on the pay-per-click method, such as Google AdSense, and is affiliated with the website of a company or organization.

METHOD

This research uses a qualitative descriptive method to identify supporting factors, characteristics, and properties of a phenomenon through data collection, analysis, and interpretation. The techniques used include surveys, behavior analysis, time studies, case studies, comparative studies, motion analysis and documentaries (Sugiyono, 2017). This approach was chosen because it is in line with the research question regarding the

effectiveness of Matahari's marketing communications strategy in encouraging customer engagement through its website. Researchers used multimethods in the form of in-depth interviews, documentary observation, and data triangulation, producing descriptive data in the form of words and images. Qualitative research produces descriptive data that helps investigate, identify, describe and explain social influences that are difficult to measure quantitatively (Sugiyono, 2009; Moleong, 2005). Data was collected through field notes, video recordings, photos, personal documentation, and memos. Researchers as the main research instrument must be validated and ready to conduct qualitative research. Information collection instruments must be well designed to produce valid and reliable empirical data, using techniques such as observation, interviews, and documentation. Data analysis in this research was carried out using qualitative descriptive methods, especially in-depth interviews which were the primary data source. Data validity is very important, and researchers use triangulation techniques to ensure data consistency and validity. Source triangulation is obtaining data from various sources using the same technique to compile measurable research. This approach ensures that the data obtained can be trusted and accounted for.

Characteristics of Qualitative Research



Figure 1. Qualitative Method

RESULT

The sale of fashion products is a highly beneficial enterprise for Matahari, as it is able to be recognized by consumers in various regions. Producers benefit from the sales boost, while established stores become increasingly developed. This is evidenced by the percentage of consumer reviews, which demonstrate the buying interest and response of consumers who have previously purchased goods from this retailer. The rationale behind consumers' inclination to purchase products online is twofold. Firstly, consumers are disinclined to visit physical stores directly, and secondly, the advent of online sales through e-commerce media has made it more convenient for consumers to purchase desired goods, including fashion products. E-commerce not only serves as an intermediary to facilitate online purchases but also offers attractive gifts that enhance consumer purchasing interest. These gifts are typically in the form of convenient payment options, free shipping, discounts, and others. In analyzing the outcomes of research conducted by researchers, the researchers gathered data on the marketing strategies employed by Matahari to market its products. The marketing strategy implemented by Matahari is derived from three fundamental elements of marketing, namely, market segmentation, targeting, and positioning. The subsequent section presents the findings of the three fundamental elements of marketing.

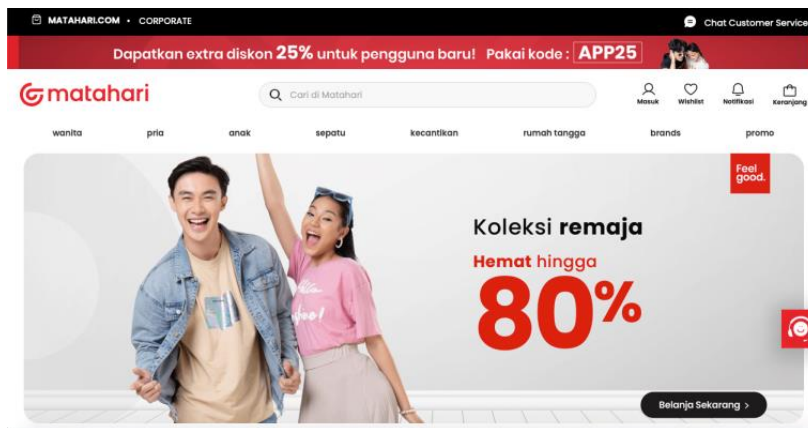


Figure 2. Front Page matahari.com

The objective of market segmentation is to identify distinct consumer segments based on their geographic location and climate. The researcher observed that Matahari's products cater to consumers in Indonesia, where the climate is tropical, and characterized by frequent rainfall and high temperatures. To address this, Matahari offers garments that are thick and soft to wear. This is one example of a potential online marketing strategy that can attract consumers in Indonesia. By considering these conditions, producers can gain insight into how to attract and retain consumers.

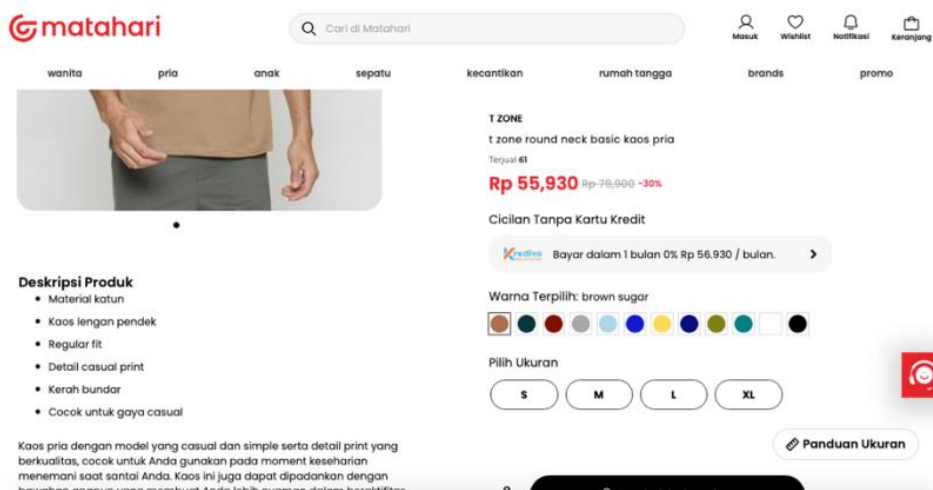


Figure 3. Descriptions

This can be seen in the description of fashion that provides information about the materials used to color, short or long sleeves and the size of t-shirts or other fashion that can be used by consumers. In this demographic segmentation analysis, researchers have focused their attention on factors such as gender, age, and religion. The researchers' analysis indicates that these products offer a high level of interest among women. In their study, the researchers have highlighted Muslim clothing and hijab products as two examples of products of interest to women. In addition, the Matahari actors who sell their products, particularly Muslim clothing, have observed that women are more interested than men. Furthermore, the researcher has explained the prices offered by actors in relation to age and religion.

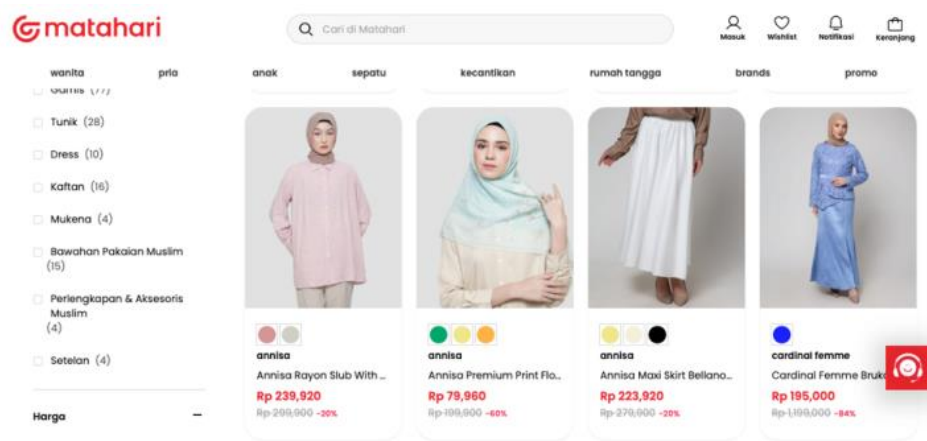


Figure 4. Moslems Fashion

This psychographic market segmentation focuses on social class, lifestyle, and personality. Social class is observed, with products being offered at price points suitable for the middle to upper classes. Lifestyle is observed, with Matahari's consumer base following the modern style because it has developed optimally. Fashion products for teenagers and adults are observed, and for teenagers, the latest styles are purchased because they are easily bored with old styles. In contrast, adults seek products that offer comfort for everyday use. Secondly, the targeting factor was observed. Researchers noted the attractive appeal of Matahari to consumers through various e-commerce media, including websites and Instagram. The company offers a vast array of models with diverse materials. Additionally, Matahari provides affordable prices, coupled with discounts on purchases. Additionally, Matahari offers its products at discounted prices, which may appeal to consumers. Fashion products are inherently subject to change following prevailing trends, ensuring that consumers remain engaged with the market and that retailers offer attractive incentives to encourage e-commerce purchases.

In terms of positioning, Matahari does not employ a distinctive strategy. Instead, sales are conducted online via a website or e-commerce platform, which serves to streamline the sales process. To enhance customer service and facilitate the sale of fashion products, Matahari has implemented a more detailed packaging approach. Clean and neat packaging can elicit a positive response from consumers and also serves to prevent damage during transit. The marketing strategy is divided into four elements, namely product, price, distribution, and promotion. The previous strategy of Matahari has identified areas where improvement is necessary in each of these elements. In order to address these weaknesses, Matahari has developed a new strategy that incorporates a range of measures, including the introduction of new product types, motifs, and color variants; the offering of product selling prices in wholesale form; collaboration with institutions/organizations, and promotion through the addition of facilities in e-commerce media. The application of a SWOT analysis in the context of the marketing strategy allows for the examination of the internal and external factors that affect the performance of Matahari and the minimisation of the risks that may be encountered.

Table 1. SWOT Analysis

Internal factors		External factors	
Strong	Weakness	Opportunity	Treat
The company offers high-quality products and services to customers.	Increasingly fierce competition	Increased purchasing power of fashion products online through E-commerce media.	Risk of damage to goods when shipped
Matahari provides consumers with convenient online shopping experiences through its e-commerce platform.	Price wars in the same industry	Improve people's lifestyle.	The amount of competition in selling fashion products online
The prices offered are competitive.	Colors in product images are always incorrect or incorrect when ordering due to camera effects.	Making revenue by collaborating with consumers / reseller systems so that they can be recognized more by the public.	The existence of new fashion trends so that there is less interest in existing fashion products
The company has a well-developed online marketing network.	Product quality is not all the same depending on the materials used.	Weather changes can determine buying interest in fashion products	Shipping out of town can make product quality decrease
The company employs effective marketing strategies, utilizing e-commerce media.			Switching consumers to similar competitors.
The company has a high level of consumer trust.			

As illustrated in Table 1, internal and external factors are identified through interviews and surveys conducted in the context of e-commerce media. With regard to the internal factors, the activity within Matahari is identified as an opportunity to minimise the risks inherent in its activities. In contrast, the internal factors encompass opportunities and threats that arise externally, thereby enabling Matahari to prepare for competition with other competitors.

Table 2. Marketing Mix with SWOT (Strengt – Weakness)

Marketing Mix	Strenght	Weakness
Product	The products offered are of good quality and include a wide range of motifs and colors.	The product details offered are still not clear enough. The colors in the product images always do not match or are wrong when ordering due to camera effects. Product quality is not all the same depending on the materials used.
Price	Product prices are stable and expensive according to the materials used	The purchase price of stock at the supplier increases according to the amount of interest in the product.
Distribution	Fast service, Delivery of goods can last a long time if the packaging is done properly so that the goods will not be damaged.	Goods are easily damaged if they are wet or exposed to sharp objects during shipping.
Promotion	Promotion is carried out online and cooperates with consumers by means of a reseller system.	The number of competitors with the same product

In the marketing mix, Matahari's strategic focus is on leveraging its strengths in product sales to mitigate weaknesses in the sales process. Matahari's marketing mix

(product, price, distribution, and promotion) enables the company to identify and implement strategies to compete effectively in the market.

Table 3. Marketing Mix with SWOT (Opportunity – Threat)

Marketing Mix	Opportunity	Threats
Product	The products offered are good quality with various types of materials and various colors.	The amount of competition in marketing fashion products offline / online and switching customers to similar competitors.
Price	The price offered is affordable.	There are producers who offer cheaper prices.
Distribution	Can facilitate product delivery outside the city.	
Promotion	Marketing with E-commerce media can easily reach consumers in different regions.	There are other producers who sell their products with same promotion

The positive impact is particularly evident in the case of Matahari. This implies that Matahari actors can readily sell their products within and beyond the boundaries of Surabaya City. Furthermore, the implementation of online marketing has brought about numerous advantages. Additionally, Matahari actors can enhance their business prospects by collaborating with consumers through a reseller system, thereby generating higher profits than previously. With regard to e-commerce, it offers consumers a multitude of opportunities to become more interested in purchasing the fashion products on offer.

The negative impacts experienced by Matahari include instances where the quality of the products does not align with the images displayed. This is a common occurrence in internet marketing, with the camera effect being a notable contributing factor. In the event that a consumer wishes to return a product due to defects or damage, the store will adhere to the relevant provisions. Secondly, if the product is not defective or damaged upon arrival at the consumer's address, but is found to be defective or damaged upon arrival at the consumer's address, the shipping error is attributed to the expedition. In such a case, the manufacturer is not obliged to replace the defective product, as the responsibility lies with the expedition. However, should the manufacturer wish to replace the item, this is acceptable. Thirdly, the intense competitive landscape, driven by the proliferation of online retailers offering comparable products, has compelled manufacturers to devise innovative strategies to contend with these rivals. At Matahari, our focus is on identifying internal weaknesses and leveraging market opportunities. To this end, our strategy involves widening market reach, introducing novel product designs, and providing consumers with convenient access through e-commerce platforms.

CONCLUSION

The results of this study indicate that there are several conclusions that can be drawn from the research conducted by researchers. These conclusions pertain to the marketing strategy employed by Matahari in the context of fashion products. The strategy is based on the use of e-commerce media and can be divided into three basic elements of marketing: market segmentation, targeting, and positioning. The objective of this strategy is to achieve specific targets in the market and to minimize risk. This is done in order to compete with other competitors. The marketing strategy also employs a SWOT analysis, as utilized by Matahari, which entails the identification and exploitation of current strengths and opportunities, while simultaneously minimizing weaknesses and threats as described in the marketing mix, including product, price, distribution, and promotion. This strategy is designed to assist producers in enhancing their marketing efforts, preparing them to confront other competitors, and can also help to mitigate the risk of losses incurred by Matahari. In the context of intensifying competition, it is inevitable that both positive and negative consequences will arise. The positive impact is the increased

marketing and consumer purchasing interest. Conversely, negative consequences may result from errors in the store, consumer, or delivery processes.

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