



Digital Marketing Strategy In Increasing Sales Case Study On A+ Toraja Clothing Screen Printing

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Abstract. This study aims to determine the increase in sales of digital marketing strategies in the A+ Toraja Clothing business. The procedure for collecting data from this study is observation, interviews, documentation, interviews, documentation. The type of research using research methods which include 4 (four) things, namely interactive and interesting content, mobile marketing (marketing), digital marketing integration and sustainable marketing. The conclusion of this study is to increase sales to MSME actors implementing digital marketing strategies. Digital strategies to acquire consumers, build preferences, promote brands, increase profits.

Keywords: Digital Marketing Strategy, Sales, Screen Printing

1. INTRODUCTION

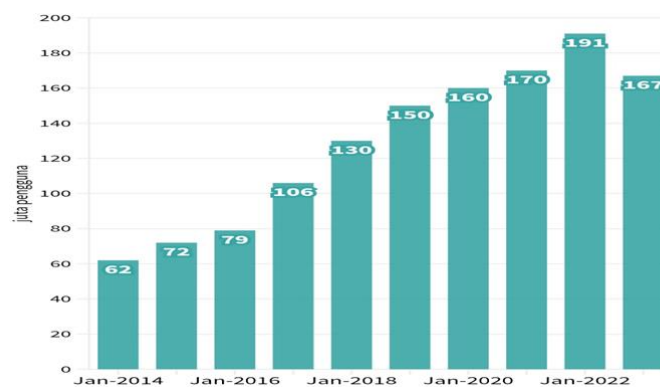


Figure 1.1 above shows that the number of active social media users in Indonesia is 167 million people as of January 2023. This number is equivalent to 60.4% of the country's population. The number of active social media users in January 2023 decreased by 12.57% compared to the previous year of 191 million. This decline is the first to occur in the last decade

However, this situation occurred because the news source We Are Social used in January 2023 underwent significant changes. These adjustments resulted in significant changes to the data. This adjustment means the current figures are not comparable to previous years. The time spent playing games on social networks in Indonesia reaches 3 hours 18 minutes a day. This duration is the tenth highest in the world. Apart from that, the number of Internet users in Indonesia in January 2023 will be 212.9 million people. In contrast to social networks, the number of internet users at the beginning of this year was still 3.85% higher compared to the same period last year. Of this number, 98.3% of Internet users in Indonesia use cell phones. In addition, the average Indonesian uses the Internet 7 hours 42 minutes a day. However,

Indonesia is a country with many residents who are not yet connected to the Internet. We Are Social notes that 63.5 million people in the country will not be connected to the Internet by early 2023..

This number is eighth in the world. The first position is occupied by India with 730 million people not yet connected to the internet. The most appropriate business strategy that is able to answer the challenges of increasing market competition is a strategy that is able to adapt to market criteria through the use of increasingly advanced and developing facilities and infrastructure. One of these strategies is a marketing strategy that uses digital tools or is known as digital marketing. Digital marketing is marketing carried out using digital tools, including the internet and its various applications and devices that support its use. This facility allows the creation of networks or connections with many parties, in this case between producers/sellers and customers without being limited by distance, time and location Ryan, (2014).

The A+ Toraja screen printing company has utilized social networks, but its utilization is not optimal and needs further improvement in implementing digital marketing strategies to encourage business results from the products used. The A+ Toraja clothing screen printing company is one of the small and medium businesses operating in the garment screen printing sector. The company's head office is located in Se'pon Makale Tana Toraja, where the company owner began implementing digital marketing strategies digitally. To implement digital marketing, business owners create online stores on the social media platforms Instagram, Facebook, and WhatsApp.

However, in reality, business owners have limited knowledge in implementing digital marketing strategies so that the function of their social networks is considered less than optimal. And this is the reason I chose screen printing as my research topic. Previous research provides suggestions for improving previous research so that the results are even better, so that the position of the research is not only in accordance with the researcher's wishes but also urgent.

Digital strategies in the form of using social media and websites for small and medium enterprises (SMEs) are important because they can provide knowledge to SMEs about the ways and stages of expanding consumer networks through the use of social and electronic media. - Commercial in marketing. products to increase the competitive advantage of small and medium businesses. Therefore, based on the context above, the researcher will take the title Digital Marketing Strategy to Increase Sales in the A+ Toraja Clothing Screen Printing Sector.

2. LITERATURE REVIEW

2.1 Marketing Strategy

According to Muhammad, R.R, (2013) Regarding the influence of marketing strategies through digital marketing on brand image, he explained that the implementation of digital marketing has a good impact on brand image because the activities of digital marketing companies provide company information to customers. The company and its brand image are well received by consumers, as evidenced by the dominance of customers with increased repurchases and growing product awareness.

The elements of marketing strategy can be classified into three main elements, namely:

1. Market segmentation

Every business tends to have customers with different needs and habits. Market segmentation is the process of dividing a market into smaller (groups) based on certain characteristics. The purpose of market segmentation is to turn a heterogeneous market into a homogeneous market unit.

2. Targeting

Targeting is the process of determining which customer segments will be served by a business.

3. Positioning

Positioning is the process of bringing the company's image into the minds of target customers. Therefore, from the above perspective, it can be concluded that digital marketing strategy is a process or method of planning and implementing concepts, ideas, pricing, promotion, and distribution.

2.2 Digital Marketing

Pemasaran digital merupakan strategi yang memiliki potensi besar di Indonesia dalam menghadapi persaingan revolusi 4.0, dimana Indonesia menempati peringkat pertama dengan tingkat pertumbuhan pemasaran digital sebesar 26%, disusul India (20%) di peringkat kedua. Posisi berikutnya adalah Rusia, Thailand, dan Meksiko. Pesatnya pertumbuhan pemasaran digital di Indonesia disebabkan oleh peningkatan populasi Internet yang mencapai 265,4 juta orang, lebih banyak dari hampir seluruh penduduk Indonesia Widiastuti & Surendra, (2020).

Sanjaya dkk. (2019) pemasaran digital melibatkan aktivitas pemasaran merek melalui media digital atau internet untuk menyampaikan merek suatu perusahaan. Didiek et al., (2020) pemasaran digital adalah upaya memperkenalkan satu atau lebih merek dengan menggunakan media sosial untuk menjangkau konsumen dengan cara yang relevan. Dan Muhammad P, (2022), salah satu keunggulan teknologi yang digunakan pengusaha dan konsumen untuk

berjualan adalah pemasaran digital. Pemasaran digital adalah bentuk bisnis yang memasarkan produk menggunakan teknologi seperti web, media sosial, dan e-commerce. Dan Prihadi & Susilawati (2018) menegaskan bahwa jejaring sosial Facebook dan Twitter saat ini digunakan untuk menyebarkan informasi secara cepat, populer dan menjangkau banyak pengguna internet.

Digital marketing is a strategy that has great potential in Indonesia in facing the competition of the 4.0 revolution, where Indonesia is ranked first with a digital marketing growth rate of 26%, followed by India (20%) in second place. The next positions are Russia, Thailand, and Mexico. The rapid growth of digital marketing in Indonesia is due to the increase in the Internet population which has reached 265.4 million people, more than almost the entire population of Indonesia Widiastuti & Surendra, (2020).

Sanjaya et al. (2019) digital marketing involves brand marketing activities through digital media or the internet to convey a company's brand. Didiek et al., (2020) digital marketing is an effort to introduce one or more brands using social media to reach consumers in a relevant way. And Muhammad P, (2022), one of the advantages of technology used by entrepreneurs and consumers to sell is digital marketing. Digital marketing is a form of business that markets products using technology such as the web, social media, and e-commerce. And Prihadi & Susilawati (2018) emphasized that social networks Facebook and Twitter are currently used to disseminate information quickly, popularly and reach many internet users. According to Roosinda (2021), digital marketing is defined as the use of technology to support marketing activities to increase consumer knowledge by adjusting to their needs. Harini et al., (2021) digital marketing allows marketing activities to be carried out interactively and integrated between sellers, buyers, and intermediaries in the market. Ryan Kristo Muljono, (2018) By using this media as part of a marketing plan, market reach can be wider, customer engagement can be stronger, thus facilitating favorable conditions for market analysis and reducing advertising costs.

Then, Pradiani T, (2017) with digital marketing, communication and transactions can be done anytime or in real time and product globalization becomes possible. According to Wayan Ardani (2022), digital marketing has a positive influence on consumer behavior, especially in terms of ease of purchase. Meanwhile, Widagdo (2016) explains the friendliness of E-commerce as a digital marketing tool can reduce distribution costs because most of these costs are borne by the buyer. With e-commerce, you don't need to visit the seller to see the products offered. Examples of existing e-commerce are shopee, lazada and tokopedia. According to Rifai and Dwi Meiliana (2020), one of the digital marketing strategies is that

entrepreneurs must know the marketing content in the form of simple and easy-to-understand product images.

3. METHODS

Types of research The type of research used in this research is qualitative research, namely a method that places greater emphasis on aspects of a deeper understanding of a problem. **Research sites** The location of this research is Se'pon Makale, Makale, Tana Toraja Regency. The reason I chose this research site was to look for marketing strategies using digital marketing to increase the revenue of the Toraja A+ clothing screen printing company. **Data Types and Sources** The types and sources of data in this research are: 1. Primary Data, namely data obtained directly from the Aroma Takodo Restaurant by conducting direct observations (observations) and interviews. 2. Secondary data, namely data obtained directly from the main source but has been through multiple sources.

Operational Definition of Variables and Indicators Digital marketing strategies for MSMEs using social media help entrepreneurs to implement appropriate marketing strategies such as the quality and price of products produced to reduce competition (Maskarto, 2021). It contains 4 (four) articles, namely: 1. Interactive and interesting content Interactive content is one of the branding pillars that attracts business owners to interact with their customers. 2. Mobile marketing is a multi-channel digital marketing strategy aimed at reaching target consumers via smartphones, tablets and other mobile devices such as websites, email, SMS and MMS, social networks and applications. 3. Integrating digital marketing, marketing communication plays an important role in a business, marketing communication lies in a combination of interpersonal communication and organizational communication. 4. Sustainable marketing is socially and environmentally responsible marketing that meets the needs of consumers and the business community today while maintaining or improving the ability to meet the needs of the global system in the future.

4. RESULTS

4.1 Research Object Profile

The t-shirt screen printing industry is currently getting the most attention because t-shirts will always be sought after and purchased by the public. T-shirts are one item that never goes out of style. If in the fashion world every year there is a fashion that changes the style and shape of clothing, this does not affect the existence of t-shirts.

This is the reason why t-shirts always have regular buyers. T-shirt screen printing is a technique for printing images, designs, caricatures, typography and many other designs on the surface of a t-shirt. Toraja Sablon A+ Clothing was founded on July 26, 2019 by Adris Siagian, which is headquartered in Se'pon Makale, South Sulawesi, Tana Toraja Regency. Initially it was just a screen printing business. Due to increasing public demand, the company expanded its scope of operations by providing invitation printing services, stickers, banners, and t-shirt screen printing. Improvements and evaluations are always carried out during the management of this company so that the quality of the screen printing produced always increases. According to the company owner, this is a business opportunity that can continue to grow and be more promising because of the increasing public demand. So we hope that consumer demand will increase day by day.

In the production process, Adris Siagian is supported by his colleagues every time there is an order, but these colleagues only help when there is an order because from a production perspective it is only when they get an order. Starting from design, cutting to screen printing. According to him, one of the advantages of his products is that the designs are more diverse, more flexible or in line with consumer needs and of course relatively cheap, because he runs a screen printing company. A+ Toraja clothing screen printing always uses manual screen printing techniques. And to maintain consumer trust, Toraja Clotting A+ screen printing technology never takes this issue lightly. Every order will always be fulfilled as requested and as professionally as possible so that every customer feels satisfied Business actors can apply appropriate marketing strategies such as the quality and price of the products produced to win the competition (Maskarto, 2021). MSME digital marketing strategies using social media include the following 4 (four) elements: 1. Interactive and interesting content Interactive content is the backbone of a brand that invites the public to engage and educates potential buyers effectively. Like the owner of the A+ screen printing company, Toraja Clothing, displays his company's products as attractively as possible. Because the credibility of information and content can influence marketing use. By creating interesting content, such as regularly posting photos and videos of interesting products, a good first impression will be created on potential consumers, which will of course trigger interest, curiosity and ultimately influence potential consumers' purchasing decisions. Product content can be uploaded to Instagram, WhatsApp, Facebook Stories, and video content can be uploaded with various unique features and shows the advantages of commercial products so as to encourage consumers to buy products. Products are offered to promote sales and increase revenue.

4.2 Mobile marketing

Mobile marketing is a multi-channel digital marketing strategy aimed at reaching target consumers through smartphones, tablets, and other mobile devices, such as websites, email, SMS and MMS, social media, and applications. Just like the owner of the A+ Toraja Clothing screen printing company, he uses digital marketing such as laptops and wifi as a means of marketing through digital marketing and promoting his own business results on social networks such as WhatsApp, Instagram, and Facebook. Mobile marketing makes it easier for the economic sector to provide information and interact directly with consumers, expand market share, and increase revenue.

4.3 Integrate digital marketing.

Marketing communication plays an important role in a business, marketing communication lies in the combination of interpersonal communication and organizational communication. In marketing communication, message delivery strategies and tactics are very effective in conveying marketing communication messages to create brand and customer value, and manage long-term profitable relationships with customers, as happened at the A+ Toraja Clothing screen printing company. . consumer needs so that buyers feel satisfied.

4.4 Sustainable Marketing

The owner of the A+ screen printing company, Torja Clothing, emphasizes socially and environmentally responsible marketing practices for consumers, which can meet the needs of consumers and economic actors while maintaining and improving the ability to meet consumer expectations for future generations. demands. A+ Toraja Clothing screen printing business to increase revenue and retain consumers, what needs to be considered is the quality of the products provided, if the quality of the product does not meet the requirements, it will have an impact on decreasing consumer purchasing power. Therefore, service quality is one of the main goals that must be considered so that the company can continue to grow. And don't forget to offer promotions and discounts to consumers. Because this strategy is the most effective way to encourage potential consumers to buy the product

5. DISCUSSION

The results of this research are a field research process that has been carried out by researchers in compliance with research requirements. This research uses a descriptive method about how to apply marketing strategies to digital strategies to increase sales of A+ Toraja Clothing screen printing in Sekpon. The results of interviews conducted by researchers show that the implementation of the Digital Marketing Strategy to Increase Sales at A+ Toraja

Clothing has been carried out well, but there are still several complaints or criticisms from the public regarding the business location and limited parking space for customers, in this case customers Many complain about its location which is on the side of the Makale Rantepao main road and the road access to the business premises is through a small alley so that cars don't enter and have to park on the side of the road as well as customers who use motorbikes because of the limited parking space for their motorbikes. The owner of the A+ Toraja Clothing screen printing business strives to provide quality screen printing results with good results in accordance with the wishes of the community in the field of manual screen printing, although screen printing activities are still carried out manually but the management tries to produce good quality so that it is hoped that it will achieve the desired targets and appropriate in facing similar business competition. A+ Toraja Clothing Screen Printing Business always tries to understand and fulfill the needs and desires of its customers and strives to produce good quality screen printing and improve good service to customers. Toraja Clothing's A+ screen printing is appropriate in facing business competition. The marketing strategy used in A+ Toraja Clothing Screen Printing is a strategy using 4P (marketing mix) services in the form of product, price, place and promotion.

6. CONCLUSION

Based on interpretive analysis, a digital marketing strategy analysis is proposed to increase sales in the A+ Toraja clothing screen printing sector. Therefore we can draw it like this: From the description above and answering the research questions, to increase sales, MSMEs implement digital marketing strategies. Digital marketing strategies aim to attract consumers, establish preferences, promote brands, increase sales and increase profits. Obstacles faced by entrepreneurs include misunderstandings about information technology, not yet maximizing e-commerce and marketplaces, and how to create interesting content that can influence buyers. In today's increasingly progressive era, economic actors must adapt to technology in order to survive and increase their income. Digital marketing is a rapidly growing trend in both technology and consumer behavior. Economic actors are dynamic and responsive in managing digital marketing activities. Therefore, economic actors can collaborate with the government, stakeholders and universities to advance digital literacy. The researcher's suggestions are as follows: 1. Toraja A+ Clothing screen printing business owners should maintain and improve the digital marketing strategies that have been implemented to attract consumer interest. 2. The A+ Toraja Clothing screen printing company is encouraged to regularly carry out promotions and advertisements on social media, because we know that

promotions carried out on social media have a big influence on sales of the products we recommend. 3. It is hoped that future researchers can expand this research and conduct further research on the A+ Toraja clothing screen printing business

7. LIMITATIONS

The drawback of this research is that it only uses qualitative methods or interviews, which can still use other research methods so that the results of this research can be more in-depth and maximized. In this research, it will provide better results if you use a mixed methods method which is discussed in more depth and sharper so that the results are more accurate

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