



## Analysis of Digital Marketing Strategy at Almeera Atelier

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### ABSTRACTS

This research was conducted in order to help optimize the digital marketing strategy implemented to be more efficient and on target. This research uses a qualitative descriptive approach with STP (Segmenting, Targeting, Positioning), Marketing Mix 7P, and SWOT analysis methods. Describes the data obtained from the research results then the conclusion is drawn to determine the digital marketing strategy that is in Almeera Atelier. Based on the results of the analysis, the researchers concluded that the digital marketing strategy that Almeera Atelier can use is to optimize social media accounts.

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### 1. INTRODUCTION

Currently in the modern era, humans can carry out various activities at home or in the office without having to go directly to using transportation or getting hot on the streets. This is evidenced by the availability of internet technology, thanks to internet technology, humans can do various things to greet close and distant friends, socialize, read books, find a lot of information and even shop online (Hidayah, 2018).

Digital marketing strategies have implications for the competitive advantage of SMEs in marketing their products by 78%

(Wardhana, 2015), and can even increase sales up to 100% (Pradiani, 2018). Digital marketing is very helpful for MSME actors in Indonesia because it can increase sales turnover for MSME actors (Redjeki & Affandi, 2021).

Almeera Atelier is one of the MSMEs engaged in Muslim fashion and located at Bandung Regency, West Java. Almeera Atelier has failed or felt ineffective in carrying out digital marketing strategies with the type or method of email marketing activities and broadcast messages via Whatsapp, because email marketing activities in their business lie in the range of

accounts or email addresses they get are very few and do not match the target market. or the Almeera Atelier market itself and the number used is the owner's personal number and there is no number dedicated to Almeera Atelier's own operations, and not necessarily the target consumers or recipients of the message are loyal customers.

To deal with this problem, there must be an update of the digital strategy marketing. As a form of implementing digital marketing, the company has created an online store on the social media platforms Instagram, Tiktok, and Whatsapp. The purpose of this study is to analyze the implementation of digital marketing strategies applied to the company's online store along with the inhibiting factors for the development of the company's online store.

## 2. METHOD

This study uses a qualitative descriptive approach with SWOT analysis method, STP (Segmenting, Targeting, Positioning), Marketing Mix 7P. This qualitative research process is carried out on digital marketing activities that have been carried out by the company. Observational data was obtained from the collection of the results of several previous research sources as well as online interviews conducted with the owner and marketer of Almeera Atelier as respondents as inputs needed in determining the proposed improvement of the company's digital marketing strategy.

SWOT analysis is an instrument for identifying various factors such as strengths, weaknesses, opportunities, threats that are systematically formed which are used to formulate company strategy (Indriyani, 2018). In this study, the SWOT data collection was obtained from interviews

with company owners and the results of data observations which then resulted in internal and external factors that could support or hinder the company's business processes.

Market segmentation is the process of dividing the customers, or potential customers, in a market into distinct groups, or segments (Surahman, 2020).

Widjaya, (2017) explains that the target market is a group of buyers who share needs the same or characteristic which the company decides to serve. The target market evaluates each interest segments in the market and selecting one or more segments to enter.

Widjaya, (2017) explains about positioning in which companies prepare market offers for placing a competitive position with competitors that can be embedded in the minds of consumer

According to Wahyuni (2020), modern marketing strategies have introduced STP (Segmenting, Targeting and Positioning) as a technique to capture market opportunities.

The following are the steps in determining STP (Wahyuni, 2020), is:

1. Market segmenting is a strategy used to separate targets into groups according to the type of product being marketed and according to a particular marketingmix.
2. Targeting is a product selection process or type of service with the aim of achieving success. It is carried out through an evaluation process so that one or more market segments can be selected.
3. Positioning is the activity of placing products or services in competition and establishing a detailed marketing mix.

Marketing mix are factors mastered and usable by marketing managers to influence purchasing decisions consumers. These factors include product, price, place, promotion, people, process and physical evidence (Christine, 2017)

In this process, data is collected through direct interviews with the owners of Almeera Atelier to find out what products are sold, what is the product price range and how it is determined, how promotions have been carried out so far, and where the company sells its products, how is the process of member selection and awarding. work motivation, what physical evidence is owned and what are the activity procedures that the company has. The data that has been collected will then be analyzed and become a consideration in determining the company's good digital marketing strategy.

### **3. RESULTS AND DISCUSSION**

#### **3.1 STP (Segmenting, Targeting, Positioning)**

According to the researcher, the segmentation carried out by Almeera Atelier is quite good, because it has mapped its potential customers based on social class. To make it more targeted, the segmentation must be more detailed than that.

To create an effective digital marketing strategy, the first thing that must be implemented is to determine a target that includes and pays attention to the parts that underlie market segmentation itself, including:

- a) Geographic, for Almeera Atelier to focus on the urban area market. Judging from the behavioral segmentation the target is a customer who has a high level of use in internet activities.
- b) Demographic, for Almeera Atelier can divide the market into the following groups: Teenagers and Adults who like

to wear hijab with a wide choice of

materials, shapes and colors. Teenagers can target between men and women, because seen from the target viewer it is not limited by gender. As for the group adults can focus on women only, because the target users are women.

- c) Psychographics, which need to be added to the Almeera Atelier market segmentation as follows: Lifestyle, Almeera Atelier can focus on consumers who have a modern and fashionable lifestyle.

From these three points, according to researchers, products from Almeera Atelier may be suitable for people such as the following:

Behavior, here Almeera Atelier is required to divide buyers into groups who like to shop online and like trendy products.

#### **3.2 Marketing Mix 7P**

In the analysis of the company's 7P marketing mix, the company must pay attention to every variable from the company's STP so that the digital marketing process carried out can be targeted and efficient. If you look at the marketing mix data that has been obtained based on current conditions in the field, the company has a variety of product variations that are expected to meet the interests and demands of its target market. However, in determining the product, it is better to conduct a survey of the needs and interests of the market targeted by the company. This is important to do to optimize the company's digital marketing. In determining the price of the product, it is also necessary to pay attention to the price writing strategy. This is very important for today's digital marketers to know. In practice now, there are strategies in price writing that can affect the psychology of prospective consumers. This can affect the decision of

potential consumers to buy a desired product just by looking at the listed price.

Price inclusion can also be applied to certain conditions such as discount promos, product bundling, and so on. The policy that can be added by Almeera Atelier is COD because there are still many teenagers who do not have a debit card. Almeera Atelier must improve service to consumers or service participation. By applying objective norms (greeting and educating potential buyers). Earn the trust of potential buyers by providing excellent service, starting with responding to chat discussions quickly and using good language. Almeera Atelier must improve service to consumers or service participation. By applying objective norms (greeting and educating potential buyers). Earn the trust of potential buyers by providing excellent service, starting with responding to chat discussions quickly and using good language. Physical Evidence is physical evidence that is shown to consumers to encourage service efficiency. According to the researcher, based on the results of the interview, it is better if Almeera Atelier has an offline store or an offline store.

### 3.3 SWOT Analysis

The company's SWOT analysis data was obtained by interviewing the owner of Almeera Atelier. The results of this analysis will later be used in determining the company's digital marketing strategy proposal.

#### Strength

Instagram social media, talent relationship or celebrity, service quality, product quality.

#### Weaknesses

Internal work system, the marketing budget is still minimal, not consistent in updating content on social media.

#### Opportunities

The hijab business market is so big and the digital market opportunity is still very potential and wide that has not been reached both in the region and outside the region.

#### Threats

There are so many hijab business competitors, intense competition for product quality and prices offered by similar businesses, changeable consumer behaviour.

### 3.4 Digital Marketing Strategy

A good digital marketing strategy used in accordance with Almeera Atelier's current situation is "Optimizing social media accounts".

After determining a digital marketing strategy in the form of optimizing social media accounts, the next step is to reconnect to the existing types of digital marketing. This study supports the statement of Rachmadewi, et al (2021) that, The results of all these analyzes determine a digital marketing strategy that is in accordance with the company's current situation. Here's the presentation:

#### 1. Website

Creating a Website as the official company website for Almeera Atelier. Currently the website still has a big influence on customer trust in the company. With the presence of a website, the company will look more professional and trustworthy in the eyes of customers. However, this can be done if the company already has a good system to manage digital marketing activities.

#### 2. Social Media Marketing (Whatsapp Business)

Optimizing the Whatsapp Business function and using a number dedicated to Almeera Atelier operations and completing the Whatsapp Business profile properly. Starting from a profile photo using the Almeera Atelier logo, including product

catalog photos, online store opening hours, including addresses of other social media sites such as Instagram and Tiktok Almeera Atelier.

3. Search Engine or Search Engine Optimizing social media using SEO will have an impact on increasing audience traffic, especially on Instagram and Tiktok. This is of course the main door for an online store that is successful in selling various products.

#### 4. Online Based Advertising

Consider regularly doing paid advertising through Instagram Ads and Tiktok Ads. In order to promote new products and promotional events that are currently taking place in the company due to the large market potential that Almeera Atelier is still not reaching, furthermore, the use of regular and measurable paid advertising such as Instagram ads can help Almeera Atelier's digital marketing strategy to be more targeted than before.

#### 4. CONCLUSION

Based on the overall analysis process carried out, the following conclusions can be drawn:

1. It is known that the company has used a digital marketing strategy, namely email marketing activities and broadcast messages, while currently the social media used by Almeera Atelier are Instagram, Whatsapp and Tiktok. The three social media are included in the type of digital marketing, namely social media marketing and 4 times Almeera Atelier has used Instagram Ads as a medium for doing online-based advertising.

The results of the SWOT, STP, and Marketing Mix 7P analysis show that there are several problems and obstacles in digital marketing activities

experienced by the company, including the lack of consistency in the management of social media, the lack of marketing budgets and intense price and product quality competition, due to competitors in the business. so many hijabs. The segmentation and targets set by Almeera Atelier are young people aged 17-35 years old, active in social media and residing in Bandung, JaBoTaBek and Tasikmalaya areas. While the brand image that many people want to instill is a brand that is friendly to the community, especially Muslim women in Indonesia and also a brand that is able to become a fashion mecca for young Muslim women and is able to accommodate the creativity of young people through the program that Almeera Atelier made. The results of the analysis of Marketing Mix 7P it is known that there are 38 product variants, using a fixed price type, where sales focus on social media (Instagram, Whatsapp and Tiktok), promotions in the form of discounted prices and bundle packages, there are 4 procedures in carrying out activities at Almeera Atelier, the following are the criteria for recruiting members with the condition is to have a growth mindset, as well as being honest and exemplary and lastly, the physical evidence that Almeera Atelier has is the house of one of its owners which is used as a place to store goods or product samples and inventory of Almeera Atelier goods.

2. Based on the results of the analysis, the researcher concludes that the digital marketing strategy that Almeera Atelier can use is optimization of social media accounts.

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