

UTILIZATION OF SOCIAL MEDIA AND ONLINE MARKETPLACE FOR THE DEVELOPMENT OF MARKETING OF SMALL AND MEDIUM ENTERPRISES (SMES) IN THE CLOTHING INDUSTRY (A STUDY ON CLOTHING COMPANIES IN MALANG)

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ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have an important role in the Indonesian economy. Many studies on MSMEs are expected to improve the quality of the MSMEs themselves. Meanwhile, social media and online marketplaces are increasingly familiar to Indonesians who are technology and internet literate. Research on MSMEs marketing with social media and online marketplaces is always needed along with rapid technological advances. Therefore, researchers try to discuss how MSMEs in the fashion or clothing company category in Malang City utilize social media and online marketplaces for their marketing development. This research was conducted using a qualitative method with a phenomenological approach. Phenomenology is a study intended to seek the essence or meaning of a phenomenon experienced by several research individuals. This research involved four micro-scale clothing MSMEs in Malang City. From the results of the interviews, it was found that all clothing MSME players in Malang City have used social media as a marketing tool. In fact, all clothing MSMEs make social media their main marketing tool. However, the online marketplace is still not used optimally. The obstacles faced by UMKM clothing companies are limited capital, human resources, and Marketing using social media can still be maximized again by recruiting social media specialists and influencers.

KEYWORDS

Social Media, Online Marketplace, MSME Marketing, MSME Clothing, Clothing Company.



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INTRODUCTION

Micro, Small, and Medium Enterprises (hereinafter MSMEs) are the backbone of the Indonesian economy. Together with cooperatives, MSMEs have a strategic role in Indonesia's economic recovery process after the global pandemic and recession. In the third quarter of 2020, the Indonesian economy experienced growth from minus (-) 5.32% to minus (-) 3.49%. This data shows the progress of national economic recovery in a more positive direction. The data was revealed by Minister of MSMEs and Cooperatives Teten Masduki at the National Webinar on January 16, 2020. Still at the same event, Teten Masduki revealed data that there are 64 million MSMEs contributing 14% in the non-oil and gas sector, and 97% can absorb more than 116 million workers. In addition, MSMEs contribute to the national GDP by 60%. From these facts, it can be concluded that MSMEs are the backbone of the Indonesian economy.

During the financial crisis that hit Indonesia in 2007-2008, a number of large businesses were weakened and some even went out of business. At such times, MSMEs were still able to survive, even contributing significantly during the global financial crisis. MSMEs have a role in the national economy, including (1) as a provider of employment that has the potential to reduce unemployment and poverty, (2) contributing to an increase in Gross Domestic Product (GDP) and economic growth, and (3) contributing to increased exports while potentially expanding investment (Akhmad, 2018).

One area of MSMEs that is in demand is MSMEs in the field of *fashion* or fashion. Every year, trending fashion always appears and increases the income of *fashion* business actors. Examples of several MSMEs in the fashion sector include batik boutiques, brand t-shirts, Muslim clothes, school uniform shops, young men's / women's clothes, mountaineering clothes, school bags, goods bags, contemporary headscarves, costume rentals, and so on (Alansori & Listyaningsih, 2020).

Distribution Outlet is or distro is a shop that specializes in distributing a product that comes from several brands or communities. Distro is engaged in trading, with a product focus in the form of selling clothes (t-shirts / shirts / jackets / pants) and accessories (hats / necklaces / bracelets / key chains / mugs / stickers) with a system deposited by the manufacturer. The distro concept is independent and not tied to a particular *fashion* label or *brand*. Distro has its own brand and logo design with the main characteristic of having opened a physical store.

Some *fashion brands* use distros as a means of selling their products. However, there are *fashion brands* that produce and sell their own products through their own stores. These *fashion brands* fall into the category of their own *clothing company* or can be simplified as *clothing*.

Internet-based social media has now been used as a medium of interaction in daily communication and is also used in various fields of work. Social media can be used as an option to market an MSME product with minimal costs. Implementation of marketing through social media needs to be considered in order to attract customers efficiently.

Social media allows users to create profiles, invite friends, accept friends, follow friends, communicate, share, send messages, and network (Prajarini, 2020).

This series of activities can be utilized effectively and efficiently by marketers so as to improve various marketing aspects of a brand or product.

Apart from social media, marketing for MSMEs can be done through an *online marketplace*. *Online Marketplace* is a market that is on the internet. *Online marketplace* provides a place to meet between sellers and buyers on a platform.

Marketing with an *online marketplace* is similar to the marketing concept in a digital mall or *online shopping center*. All systems in the marketplace related to the provision of goods to payment methods are well organized. The marketing model through the online marketplace benefits many parties including the *marketplace* provider who will get premium advertising, premium sales, and commissions in every transaction (Pasaribu, Karyanto, & Ahdiyati, 2021).

People initially consider the existence of online marketing as a means of sales. However, a study from Syaputra (2021) revealed that the *online marketplace* can be used as a marketing medium. *Online marketplaces* can be used by marketers to create *awareness* (attention), *appeal* (interest in the product), *act* (buy the product), and *advocate* (repeat product purchases and recommendations to others).

Researchers conducted an initial survey conducted at a *Clothing UMKM* in Malang city. According to the researcher's observations, the UMKM Clothing has been marketing via social media and conducting buying and selling transactions through the *online marketplace*. Two consumers who came to the store mentioned that they came to the store because of the information on social media. The first source said he did not see product or brand marketing through print media (magazines/billboards/newspapers). The second source mentioned that he came to the place based on information from Google.

The second source compared it to *clothing companies* from Bandung, which are aggressively marketing from social media and *marketplaces*. Some famous clothing companies from Bandung include Bloods, Screamous, Wadezig, and Greenlight. The statement from the second source noted by the researcher is reinforced by the following online article.

"The ease of shopping for fashion through a number of *e-commerce* stores has also made the trend very dynamic. For clothing entrepreneurs in Bandung, this phenomenon is both a challenge and an opportunity."

"It is a tough challenge because online shopping provides equal opportunities to all entrepreneurs in Indonesia. Luckily, Bandung's image is still attached to the center of fashion development in Indonesia. This is an opportunity for us," said Owner of Brand Clothing Forward System, Agus Pranoto (Republika, 2023).

Due to some of the background descriptions above, this research is deemed necessary as a step to reveal how the utilization of social media and *online marketplaces* for marketing development of *clothing MSMEs* in Malang. With data on the number of MSMEs increasing every year and based marketing strategies that always develop following technological advances, more literacy is needed for scientists and practitioners who discuss these two objects.

Research related to marketing through internet media has been done before with various research subjects. The research to be carried out by the author has an element of *novelty* in the form of a study of the utilization of marketing through

internet media (social media & *online marketplace*) in *clothing* MSMEs in Malang which has not been widely discussed and researched before.

The title raised by researchers who are considered relevant to the background description above is "Utilization of Social Media and *Online Marketplace* for Marketing Development of *Clothing* UMKM (Study on *Clothing Company* in Malang)".

RESEARCH METHOD

Research Approach & Type

The research uses a qualitative approach in which the output of this research will produce qualitative descriptive data in the form of written or spoken words from people and behaviors that can be observed (Suwendra, 2018). In general, this qualitative research is intended to conduct an in-depth investigation of a socio-cultural phenomenon or activity through a data collection process by recording and recording information from sources in a natural situation; sources that have credibility and are in accordance with the research focus.

Qualitative research studies the meaning of people's lives, with real conditions. People will do their daily work or be expressed in journals, writings and photos. Social interaction will occur without interference, interviewees will say what they want to say, not limited to responding to pre-set questionnaires. Interviewees will not be constrained by the boundaries of the setting. Capturing the interviewee's perspective is the main goal in qualitative studies. Thus, the events and ideas that emerge can represent real-life meanings from the point of view or daily life of the interviewees. Not the values, prejudices, or meanings held by the researcher.

Qualitative research covers the contextual, social, institutional and environmental conditions in which people's lives take place. This type of research is also driven by a desire to analyze an event through existing or developing concepts. Qualitative research also opens up opportunities for the development of new concepts.

Data from qualitative research is rich and comprehensive. The complexity of a phenomenon that occurs will be better revealed through qualitative research. Rich means that the data collected can be in the form of text, audio recordings, photos, and videos. Most of the data is unstructured and contains elements of subjectivity (Sarosa, 2021).

A qualitative approach was taken in this study using phenomenological research. Phenomenology is a study intended to seek the essence or meaning of a phenomenon experienced by several individuals (Creswell, 2015). Some of the individuals in this study are *clothing* MSMEs in Malang. This approach was chosen because researchers wanted to understand the phenomenon that occurred, namely the use of social media and *online marketplaces* used as a means of marketing. This research aims to find the meaning of the phenomena that exist in MSME *Clothing* in Malang City about how they utilize social media and *online marketplaces* as a place to further improve marketing.

Researcher Presence

The presence of researchers in qualitative research is a must because in this study a researcher serves as a full observer or collector of information. As mentioned by (Anggito & Setiawan, 2018), qualitative research is research based on the philosophy of *postpositivism*, because this research is conducted in natural conditions, where the researcher is the key instrument, and sampling is carried out using *purposive* techniques, namely the selection of participants on the basis of predetermined criteria, with the consideration that these participants have a lot of information needed by researchers.

Research Location

The location of this research is in Malang, East Java, precisely in several areas or areas where there are *clothing companies*. The choice of this location was motivated by the establishment of a number of *clothing company* stores in Malang in recent years. The following is a list of planned research locations.

Table List of Research Locations

No.	Clothing Company	Address
1	Kilawalik Malangan T-shirt	Jl. Batanghari No 7A, Rampal Celaket Malang City
2	SOAKIKUKAOS	Jl. Ikan Piranha No 41D, Blimbing Malang City
3	Soak Ngalam	Jl. Kawi Atas No 24 Gading Kasri Klojen Malang City
4	Uklam Ngalam T-shirt	Jl. Terusan Ijen 861 Malang City

Data Source

Based on how it is obtained, qualitative data sources are divided into primary data and secondary data (Prastowo, 2012). Primary data is data obtained directly from the object under study, for the benefit of the study. Data can be in the form of interview results and observation results. Secondary data is data obtained from previous research or literature published by other parties. Secondary data can be in the form of documentation, official documents, and various other archives.

The primary data source in this research is the results of direct interviews with several *clothing* MSME owners in Malang. They were selected as participants using *purposive* sampling technique, which is the selection of participants based on predetermined criteria, with the consideration that these participants have a lot of information needed by the researcher. The research participants are owners of MSME *clothing companies* in Malang who market their products through social media and *online marketplaces*. This technique is also called *judgment sampling* and *expert choice* (Ismail, 2018). MSME *clothing* owners are considered to have the ability to answer the main focus of the research, namely the use of social media and *online marketplaces* to improve marketing.

The secondary data in this study are several journals from previous studies. This data is used by the author as a comparison for primary data obtained from direct interviews with MSME owners.

Data Collection Technique

A. Observation

Observation is a process carried out by the researcher consciously to see and participate directly with the activities of the research subject. The researcher is called a participant observer and is approved by the party to be studied.

B. Interview

Interview is a data collection technique that uses oral questions to sources or respondents. An interview is a face-to-face question and answer process. According to Fitrah & Luthfiah (2018), interviews have differences with questions and answers or daily conversations. Some of these differences are.

- 1) Interviewers and respondents usually do not know each other beforehand
- 2) Respondents always answer questions.
- 3) Interviewers always ask questions.
- 4) The interviewer does not direct the respondent to an answer, the interviewer must be neutral.
- 5) Questions are asked following a pre-arranged guideline, otherwise known as an interview guide.

An example of a question for a case study is listed in Creswell (2014) where a study conducted in 1999 was conducted to describe the experiences of women who returned to campus for a doctoral program in psychology after a period of study at a lower level. The aim was to document the experiences of these women, taking a gender and feminist perspective on the literature. The researcher asked three central questions (a) How do women in psychology doctoral programs describe their decision to return to college? How do women in psychology doctoral programs describe their experiences of returning to campus? (c) How has returning to campus changed the lives of these women?

These three central questions began with the word "how" which included open-ended verbs (expecting a broader range of respondents' answers) such as "describe". The researcher focused on three aspects: the female students' experiences of returning to campus, re-entry, and change. The researcher also referred to the participants as women pursuing doctoral programs in psychology.

Therefore, the authors compiled a grid of interview guidelines in the following table which will be asked to the owners of MSME *clothing* as participants.

Interview Guidelines Table

No.	Problem Focus	Aspects Studied
1	How do <i>clothing</i> MSME players in Malang utilize various social media to improve marketing?	<ul style="list-style-type: none"> • The types of social media used by <i>clothing</i> MSME players in Malang and the reasons why they use these social media.
2	How do <i>clothing</i> MSME players in Malang utilize <i>online marketplaces</i> for marketing development?	<ul style="list-style-type: none"> • The type of <i>online marketplace</i> used by <i>clothing</i> MSMEs in Malang and the reasons why they use the <i>online marketplace</i>.

3	What are the obstacles faced by <i>clothing</i> MSMEs in Malang in marketing through social media?	<ul style="list-style-type: none"> • What are the obstacles for MSME <i>clothing</i> when marketing using social media?
4	What are the obstacles faced by <i>clothing</i> MSMEs in Malang in marketing through <i>online marketplaces</i> ?	<ul style="list-style-type: none"> • What are the obstacles from the UMKM <i>clothing</i> side when marketing using the <i>online marketplace</i>?
5	What are the factors that influence the marketing of <i>clothing</i> MSMEs in Malang?	<ul style="list-style-type: none"> • Investigate other factors (among others): government policy, business competition, and the tourism climate in Malang.

C. Documentation

Data in the form of images or photos were taken by researchers to strengthen the results of interviews or observations on several *clothing* MSMEs in Malang. In addition to pictures, researchers also asked directly related documents or archives about social media or *online marketplaces* to the owners of UMKM *clothing* in Malang.

Data Validity Checking

In order to test the validity of the data findings, researchers used data triangulation techniques. This triangulation technique is useful for validating data from one method with other data. This technique is used to strengthen the credibility of qualitative research (Sarosa, 2021).

Checking research data in the form of interview results will be rechecked with the results of documentation and research findings related to social media and *online marketplaces* owned by *clothing* MSMEs in Malang. This process is carried out by observing the aspects studied in the focus of the problem from the participants through the results of the interviews that have been conducted.

In addition, the researcher also used medical triangulation. Several data collection methods such as observation, interviews, and documentation are combined with the same purpose, validating the data from this research.

This triangulation is carried out on the grounds that qualitative research is artistic because the process and results of the research are more *art* or art, in other words, qualitative research is less patterned. To validate the data obtained, two kinds of triangulation techniques are needed in this study.

RESULT AND DISCUSSION

Overview of the Research Location

The research location was conducted at four (4) *clothing companies* in Malang. The research location criteria are MSME *clothing companies* that have products in the form of Malang-themed t-shirts with the buyer segment for souvenirs. The four *clothing companies* are Soak Ngalam, Kilawalik Kaos Malangan, Soak

Iku Kaos, and Kaos Uklam Ngalam, Administratively, the four *clothing companies* are located in Malang City.

Overview Informant

The following is a description of the informants from each *clothing company*. The selection of informants is based on the capability to provide the information needed by the researcher. The code CC is interpreted as a *clothing company* while the alphabet behind it is a differentiator from the informant.

NO	Code	Reason for selecting informants
1	CC-A	Being a senior staff at Soak Ngalam since its inception
2	CC-B	Kilawalik employees who know the operations of the store.
3	CC-C	Owner of Soak Iku Kaos, established business since 2014
4	CC-D	Owner of Kaos Uklam Ngalam which was established in 2017

The following are the results of observations that will be made by researchers. Each appropriate column will be checked.

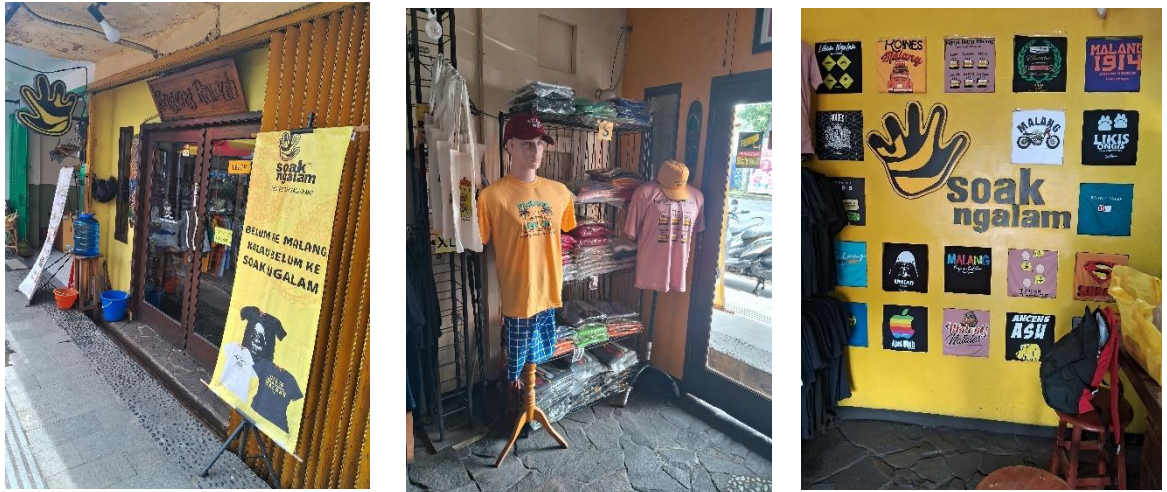
Social media used	Instagram	Facebook	Twitter	TikTok
Soak Ngalam	✓	✓		✓
Kilawalik	✓			
Soak Iku Kaos	✓			
Uklam Ngalam T-shirt	✓	✓		✓

Online Marketplace used	Shopee	Tokopedia	Lazada	Bukalapak
Soak Ngalam	✓	✓		
Kilawalik	✓			
Soak Iku Kaos	✓			
Uklam Ngalam T-shirt	✓			

Situation of MSMEs during observation	Crowded Visitors (> 5 people)	Few Visitors (<5 people)	No Visitors
Soak Ngalam			✓
Kilawalik			✓
Soak Iku Kaos			✓
Uklam Ngalam T-shirt			✓

Soak Ngalam

Soak Ngalam has been one of the pioneers of *clothing companies* that sell Malang-themed t-shirts, since 2009. Having a strategic store location in downtown Malang or more precisely on Jalan Kawi, Soak Ngalam can be the choice of travelers who are traveling in the middle of Malang.



Soak Ngalam wants to help preserve Malang's distinctive *boso walikan* so that the younger generation can understand and it is applied to t-shirts that can also be used as souvenirs. Soak Ngalam was chosen as one of the research sites because this UMKM clothing company sells Malang-themed t-shirts with souvenir segmentation and has been established for a long time.

Kilawalik Malangan T-shirt

Kilawalik Kaos Malangan is a *clothing company* that focuses on souvenir t-shirts. This shop was established in 2020. Located on Jl Batanghari No 7A or right in front of Bakso President restaurant, Kilawalik Kaos Malangan is the main alternative for visitors to Bakso President restaurant who want to find Malang souvenirs in the form of t-shirts.

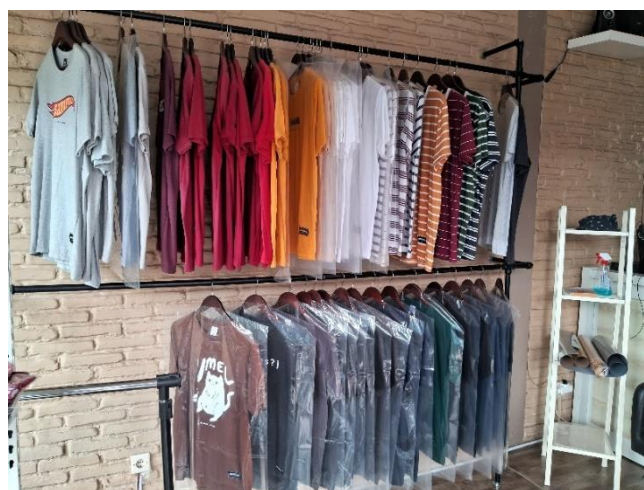


At that time, the owner had the concept of making branded t-shirts that carried a typical Malangan theme, namely *boso walikan* or *osob kiwalan*. Kilawalik Kaos Malangan is a *clothing company* that sells Malang-themed t-shirts and targets travelers who are visiting Malang, especially eating at Bakso President restaurant.

Kilawalik Kaos Malangan was chosen as one of the research sites because this UMKM clothing company sells Malang-themed t-shirts with souvenir segmentation.

Soak Iku Kaos

Soak Iku Kaos was formed based on the owner's concern that there were still few cool Malang-themed t-shirts that could be worn for traveling to various places. The market segment of Soak Iku Kaos is divided into souvenir t-shirts and t-shirts for Malang residents to wear themselves.



Based on researcher observations, Soak Iku Kaos is located in a residential alley. Getting around the location that is considered less strategic, the owner of Soak

Iku Kaos runs a system of entrusting his products to a number of big brands that sell souvenirs in Malang in locations that are considered more strategic.

Uklam Ngalam T-shirt

Kaos Uklam Ngalam was established in 2017. Kaos Uklam Ngalam is a fashion UMKM that wants to make its production t-shirts as one of Malang's typical souvenirs. *Uklam* itself in boso walikan or osob kiwalan means the word *mlaku* in Javanese which is reversed.



This naming is expected to make tourists who are *uklam-uklam* (traveling) to Malang immediately know that if you want to find Malang-themed T-shirt souvenirs, you can go to the Uklam Ngalam T-shirt shop.

Social Media Utilization for Marketing Development

Soak Ngalam uses social media as a means to outperform competitors. The social media used are Instagram, Facebook, & TikTok.

"The social media uses Instagram, Facebook, and recently TikTok" (CC-A).

"Sometimes live, once a week live. More often live on TikTok" (CC-A).

"To respond to the many competitors, we intensify marketing through social media as a way to compete" (CC-A).

"Social media is used as an introduction to customers. Most transactions are done through direct visits to the store" (CC-A).

From the observations made by researchers, Soak Ngalam actively uploads content on Instagram both on the feed and Instagram Story every day and does live on TikTok. This is not done by its competitors, other *clothing companies* in Malang.

Through Instagram account as the only social media used for marketing, **Kilawalik** provides education about the history of *boso walikan* or *osob kiwalan* typical of Malang. Kilawalik wants to be one of the elements in Malang that helps preserve boso walikan in daily life through t-shirts.

Kaos Uklam Ngalam uses Instagram and TikTok as social media for marketing development. However, Kaos Uklam Ngalam does not often upload content either on the feed or Instagram Story. From the results of researcher observations,

the last time Kaos Uklam Ngalam Instagram uploaded content on the feed was December 2021. For Insta Story, it is still occasionally uploaded on its Instagram.

According to information from the owner, this happened because of the limited human resources owned "There is an Instagram account, but it has not uploaded content on the feed for a long time because there is no new T-shirt production, only consuming existing stock" (CC-D).

Another social media used by Kaos Uklam Ngalam is TikTok. Just like Instagram, Kaos Uklam Ngalam's TikTok account was last active in 2021. A number of contents uploaded include views of Malang city and education about Malang's typical *osob kiwalan*.

"There is a TikTok account that has not been used for a long time. The TikTok account uploads videos containing the beauty of Malang and education about Malang's *osob kiwalan*. The hope is that by seeing content from our TikTok, potential customers can be moved to travel to Malang and buy Uklam Ngalam T-shirt products. Or for migrants who miss Malang, they can buy through the *online marketplace*" (CC-D).

Utilization of Online Marketplace for Marketing Development

Soak Ngalam uses online marketplaces to reach customers outside Malang. The online marketplaces used are Shopee & Tokopedia. "Some souvenirs, some outside the city, usually use the online marketplace too. There are Shopee & Tokopedia" (CC-A).

This opinion is reinforced by the researcher's observations where the Shopee and Tokopedia Soak Ngalam accounts are quite active in uploading the products sold, the data on the items sold is quite a lot, and they always update their stock.

Soak Iku Kaos, Kilawalik, and Soak Iku Kaos only use Shopee as their *online marketplace*. The *online marketplace* accounts of the three clothing companies are not very active. The reason is that they only use it as a sales medium, not marketing. Most of the customers who come are customers who see on social media and then come directly to the store.

Obstacles Faced by UMKM Clothing Company in the Use of Social Media & Online Marketplace for Marketing Development

From the interview results, it was found that Soak Ngalam has no significant obstacles in using social media as a means for marketing development. However, the *online marketplace* remains as a means of buying and selling and not as a marketing medium.

The obstacle faced by Kilawalik is that customers first come to the store and then find out the social media used through brochures given when making purchases or given by staff. Most customers are walk-in customers who make purchases directly to the store. In other words, social media is still a secondary or supporting marketing tool.

"We only use Shopee. Some customers actually come to the store first because it is located close to the culinary center in Malang City. Only then do they know about our products through social media from the brochures we provide" (CC-B).

The obstacles Soak Iku Kaos faces in developing marketing through social media and *online marketplaces* are limited human resources. Because, the existing human resources are only one owner to take care of various things.

"In the future, we do plan to go live via social media accounts and *online marketplaces* to reach more potential markets, but we are constrained by resources, because I take care of everything myself," (CC-C).

The obstacle faced by Kaos Uklam Ngalam in utilizing social media is not having a definite schedule for uploading promotional content. Kaos Uklam Ngalam also cannot consistently upload content on social media due to limited goods and no new stock additions. This is also reinforced by the researcher's observations when looking at Kaos Uklam's social media accounts that have not been active for a long time and the stock of goods that have not been added.

As for the obstacles in using the online marketplace, the owner admits that so far the online marketplace has only been used as a means of sales. "I don't know if the online marketplace can be used as a marketing tool. So far, I have only used it as an alternative means of sales" (CC-D).

Relationship to Problem Focus

No.	Problem Focus	Research Findings
1	How do <i>clothing</i> MSME players in Malang utilize various social media to improve marketing?	All <i>clothing companies</i> use Instagram as social media for marketing. Although used as one of the main media in marketing, the utilization of social media can still be improved in several aspects.
2	How do <i>clothing</i> MSME players in Malang utilize <i>online marketplaces</i> for marketing development?	The online <i>marketplace</i> used by all <i>clothing companies</i> is Shopee. <i>Online Marketplace</i> can be used by <i>clothing companies</i> as an alternative means of marketing and product introduction in addition to its main function as a means of sales. However, the four <i>clothing companies</i> in Malang still use the <i>online marketplace</i> as a means of sales only.
3	What are the obstacles faced by <i>clothing</i> MSMEs in Malang in marketing through social media?	Limited human resources, no fixed schedule in managing content, relying more on walk-in customers.
4	What are the obstacles faced by <i>clothing</i> MSMEs in Malang in marketing through <i>online marketplaces</i> ?	Limited information about marketing through <i>online marketplaces</i> .

5	What are the factors that influence the marketing of <i>clothing</i> MSMEs in Malang?	Limited human resources, education on the Malangan language or <i>osob kiwalan</i> typical of Malang that still needs to be added, and the dependence of MSME clothing players on the number of tourists who come to Malang at a certain time.
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CONCLUSION

Social media and online marketplaces can be used as a means for marketing development by clothing companies in Malang, but it has not been maximized. Some of the factors that influence the use of social media and online marketplaces include limited human resources, education on the Malangan language or *osob kiwalan* typical of Malang which still needs to be added, and the dependence of clothing MSME players on the number of tourists who come to Malang at a certain time. During the researcher's visit to four clothing MSMEs in Malang, the store conditions were quiet, because it did not coincide with the weekend or long holiday.

All clothing companies use Instagram as social media for marketing, while the marketplace used by all clothing companies is Shopee. Online Marketplace can be used by clothing companies as an alternative means of marketing and product introduction in addition to its main function as a means of sales. However, the four clothing companies in Malang still use the online marketplace as a means of sales only. The researcher's advice to all clothing companies is to use influencers as a means to develop marketing for the reason that they can reach more followers on social media, high interaction rates, and review styles that can produce viral content.

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