

E-COMMERCE BUSINESS STRATEGY CREATIVE CLOTHING INDUSTRY IN KUTA REGION IN THE NEW NORMAL ERA

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ABSTRACT

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The purpose of this study is to determine Huck's business strategy in the marketplace to face the new normal era in preparing and implementing the strategy. The type of data used in this study is data collection through interviews and observation. The data That have been collected analyzed using an triangulation model data analysis. The results of data analysis obtained by Huck's business strategy to build an online store in the marketplace using an e-marketing strategy which is divided into product and service, price, placement and distribution, promotion, and people. The purpose of using this strategy is to find out the accuracy in choosing strategies in online marketplace stores and get sales targets through online stores in the midst of the Covid-19 pandemic. The strategy that has been implemented for a year has resulted in 100 total product sales and received the star seller title in marketplace also getting chat performance of 44%.

KEYWORDS

E-Marketing Strategy, Marketplace, New Normal Era



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INTRODUCTION

Currently the development of technology around the world is very rapid, supported by a very supportive internet network, as well as with the development of industry 4.0 where all companies are expected to take advantage of digitalization. The development of digital business in Indonesia is growing very

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rapidly. The development also affects companies vying to build an online-based business as a medium used to sell products as well as a promotional medium.

In the midst of the current Covid-19 pandemic, all companies are required to further develop business strategies, coupled with social restrictions that are generally carried out throughout Indonesia, making companies that rely on offline sales can no longer run sales business through one side only. but companies can also switch to online-based sales. The use of the Internet in carrying out business processes known as e-commerce is a new concept that is usually described as the process of buying and selling goods or services on the World Wide Web Internet or the process of buying and selling or exchanging products, services, and information through information networks including the Internet. Electronic commerce, also known as e-commerce, is the use of communication networks and computers to carry out business processes.

In today's business world, websites are one of the important needs for every company that aims to make it easier for consumers to know the products sold and can be used as a medium to transact through the website without the need to visit the store again. To select and purchase products from the company. In addition to providing convenience in choosing and buying products from the company, the website can be accessed whenever consumers want for 24 hours which makes consumers free to choose the desired product.

The creative industry in kuta area previously only used the store as a medium to sell the products it produces, now the creative industry in kuta area has done e-commerce business such as personal websites but in the process of creative industries business in Kuta Area very rarely update product catalogs from companies. This makes consumers not know the new product from the company. If the creative industry in kuta area is serious about using websites in order to increase product sales from the online shop side, it will have an impact on increasing the sales volume of companies that previously only relied on offline stores.

In addition to using the website in order to increase online sales, the creative industries in the Kuta area also use social media such as Instragam and Facebook as product promotion media and also to make online purchase transactions. The rapid development of the e-commerce world makes many companies that provide market place platform services that can be used by the creative industries in the Kuta area as an online buying and selling media, Tokopedia, Shope, Lazada are some examples of large markets platform places in Indonesia that on average are often used by business people to sell products online.

The concept of strategy development aims to know objectively about the internal condition of the company and be able to overcome external threats and seize existing opportunities (Fitriadi, 2013). This business strategy is also often called a functional business strategy because it is oriented towards the functions of management activities, such as marketing strategy, production strategy, distribution strategy, organizational strategy and strategies related to finance.

E-commerce is a digital transaction that mostly uses the internet and websites as a link between organizations and individuals (Laudon & Laudon, 2018). An electronic business is a broader definition of e-commerce that includes

more than just buying and selling goods or services (Wibowo, 2014). E-business includes customer service, collaboration between business partners and the use of electronic transactions within an organization.

A marketplace is an information system between organizations where sellers and buyers can communicate information about prices, products and complete transactions through electronic communication channels (Marco & Ningrum, 2017). Marketplaces can provide opportunities to do business and conduct transactions through internet-based platform-based electronic channels. Digital marketing encourages the creation of demand by using internet media, digital marketing on the internet does not mean eliminating basic books on marketing and the basic principles of business but rather developing the basic principles of marketing (Stokes, 2011). Previous research by Husni Awali & Farida Rohman on the urgency of using e-marketing for the sustainability of MSMEs in pekalongan city amid the impact of Covid-19. This research states that the implementation of e-marketing through marketplaces carried out by MSME entrepreneurs is in accordance with procedures, starting with registering businesses, posting products, adding important information, and interacting with consumers. As well as positively impacting the economic resilience of MSMEs in Pekalongan City in the conditions of the COVID-19 pandemic by continuing to run health protocols.

Another study by Gunardi, Agus Rahayu & Lili Adi Wibowo on the analysis of online marketing strategies on the financial performance of fashion SMEs in the city of Bandung. With COVID-19 forcing SME Fashion to carry out marketing strategies in the form of online through promotion through Instagram, Facebook, websites and marketplaces by providing discounts on sales of fashion products, but many fashion companies in Bandung are switching to producing personal protective equipment (APD) for hospitals in Bandung throughout Indonesia to improve financial performance.

Based on the explanation above and supported by previous research, the conceptual framework in this study which describes the flow of thought in this study to answer research problems can be shown in the figure:

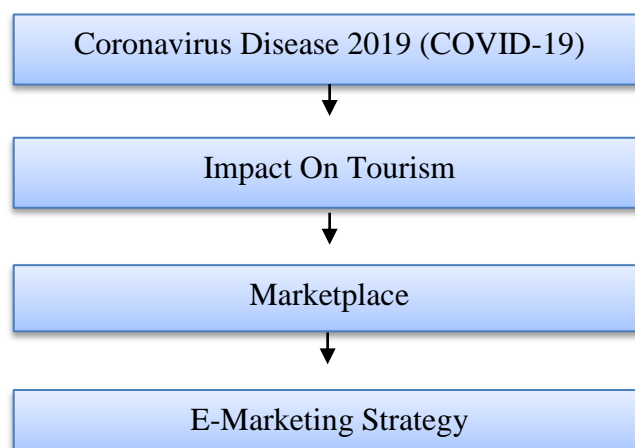


Figure 1. Conceptual Framework
Source: Author, 2021

RESEARCH METHOD

The research method used by the researcher is a qualitative method or a descriptive method used to obtain a systematic and accurate description of the facts and nature of the phenomenon being studied. This research was carried out on scientific objects where the people in question were authorized and knew clearly about the object of the research place, which was not manipulated by the researcher and the presence of the researcher did not affect anything named in the research object (Setiadi, Setuju, Sukardi, & Sugiyono, 2018).

In this study, to check the validity of the data and prove that what is observed in the field is actually in accordance with what happened at the research location using triangulation. Triangulation is a technique of checking the validity of data that utilizes something other than the data for checking purposes or as a comparison of the data (Anggriawan & Yudianto, 2018). Where the triangulation used is source triangulation, this triangulation of sources can allow researchers to re-check and complete the information obtained. Therefore, in this study the researchers compared the data between observations and interviews.

RESULT AND DISCUSSION

Huck is a clothing line company in Legian, Kuta which was established on May 25, 2009 with its address at Jl. Legian 464. Huck was founded by 3 people, namely I Wayan Yoga Adhi Surya, Nyoman Astawa and I Gede Oka Sugandhi, all of whom came from Legian. Huck sells various kinds of clothing products ranging from shirts, pants, shoes, shirts, and so on, all of which are produced and designed by themselves, aiming to maintain product quality. At the beginning of the company formed sales Huck entrust products produced to other stores to introduce the brand to consumers.

In 2010 Huck started to open its first store in the Legian area, the development of the clothing line that year was very large, coupled with the Huck name being increasingly recognized and many new clothing lines popping up, Huck reopened their stores in other areas. In 2012 reopened a store in the Kediri Tabanan area, in 2018 opened a store in the Surabaya area, East Java and finally in 2019 opened a shop in the Kuta area.

In 2020, precisely in March, it was something that was never expected by all companies in the Legian, Kuta and Seminyak areas in particular and Bali in general, at which time the Bali Government issued an appeal regarding the implementation of PPKM (imposition of restrictions on community activities) in the area. Bali which resulted in almost all shops closing. Since the implementation of PPKM in Bali, tourism in Bali has experienced a very significant decline in tourist arrivals, which has a huge impact on the economy in the area. The same thing was also expressed by Mr. Nyoman Astawa as one of the owners of Huck.

Huck as one of the fashion industries that really felt the impact of the appeal about PPKM which also resulted in a decrease in the number of foreign and local tourists, looking for ways to anticipate the decline in sales that occurred in the midst of the Covid-19 pandemic, Huck tried to find opportunities to sell products in the marketplace since last month. June 2020.

1. "Our shop has been closed since March last year due to the PPKM appeal from the government as a result of the Covid-19 pandemic, but in the middle of the year we reopened the shop for approximately 2 months but there was no increase in sales, after that we closed again." (Interview with Mr. Nyoman Asatawa (Owner of Huck), 20 May 2021).

2. “We have been trying to sell our products online through the marketplace since June last year and currently we are focusing on Shopee only.” (Interview with Mr. Nyoman Asatawa (Owner of Huck), 20 May 2021)

The next strategy used by Huck so that products sold in online stores can be seen among other stores that sell fashion products is to provide information to consumers who already know Huck products and have also purchased Huck products to make online purchases accompanied by promos attractive promotions.

In addition to the strategies that have been carried out, there are things that need to be considered in increasing consumer confidence in Huck's online store (Charlebois, Schwab, Henn, & Huck, 2016), including reviews from buyers, getting star seller titles at online stores and factors from online store admins in responding to questions from consumers who will buy or ask about product availability from Huck (Gabay, 2015). Fast chat responses will affect chat performance on the online store's homepage, where currently Huck's online store has a chat performance of 44%.

1. “The initial strategy that we consider to make our consumers believe in buying our products is a photo of our product, we make it as attractive as possible, make a description of the products we sell, add a size chart to each of our products, look for delivery services closest to the company area us, and doing promotions through social media that we already have.” (Interview with Mr. Nyoman Asatawa (Owner of Huck), 20 May 2021)
2. "In addition to the strategies that we have carried out, helping consumers who have purchased our products is also quite helpful for our online store, where consumers who have purchased our products will definitely do a review after the goods are received by giving stars and comments on our products, and We really try to reply to questions from consumers as quickly as possible in order to get high chat performance. So far, we've only had chat performance of 44%." (Interview with Mr. Nyoman Asatawa (Owner of Huck), 20 May 2021)

Marketplace is a place to sell products online. A marketplace is a place where sellers and buyers meet to transact with each other, be it goods or services (Soska & Christin, 2015). Transactions that occur in the marketplace are managed directly by the marketplace management. Marketplace provides payment management, sales catalog, product stock and information about buyers and sellers that have been verified by management (Zimmerman et al., 2012). In addition, the price that has been set on the marketplace has been still means there is no bargaining. The buyer will place an order through the marketplace, then the marketplace will forward it to the seller and the seller will send the ordered product to the buyer (Hutchings & Holt, 2015). So, the marketplace is only a place for transactions between sellers and buyers.

- a) Product and service is what products are sold, it is best to include a description of the product. This has been implemented by Huck where the products sold in the photo are attractive and include a description of the product.
- b) Price in using the marketplace, customers can access price information from a number of suppliers relatively easily. With price differentiation, especially for small players in the market, being a challenge, businesses need to consider value differentiation. To attract consumers Huck provides attractive prices accompanied by discounts offered on certain days.
- c) Placement or distribution, especially for digital products and services, the internet provides an opportunity for the company's products to access global markets. Distribution of products and markets no longer has to be determined by location. With efficient delivery and delivery channels, non-digital products can also benefit from a much wider market. Delivery services are also a matter of concern for Huck to

provide consumer convenience, and getting a star seller is something that supports consumers' decisions to buy products.

- d) Promotion in online promotion can be tracked, measured and targeted in a much more sophisticated way. Advertising, personal selling, promotion-based marketing and public relations can all be done through online media. Promotion from social media is the choice taken by Huck because the number of followers on Instagram is quite high in addition to providing information to Huck customers who already know Huck's products to shop at online stores.
- e) The internet asks for new P considerations, namely people. This last element is used to conduct surveillance and in charge of running digitally connected online media that can help maintain brand image. This has also been prepared by Huck where admins from online stores try to reply to questions as quickly as possible from consumers in order to increase the value of chat performance, where currently Huck's chat performance on online stores is 44%.

From the explanation above, it can be seen that Huck has implemented all e-marketing strategies where the e-marketing strategy is divided into product and service, price, placement or distribution, promotion, and people (Chaffey, Edmundson-Bird, & Hemphill, 2019). The current strategy has had a positive impact but still needs to be developed where the strategy used so far has only been able to generate 100 sales at online stores. With this number of sales clearly still far from Huck's sales target, it is very important to develop further from the strategy that has been implemented (Ferrell & Hartline, 2013).

This advantage is greatly utilized by Huck to sell products using the marketplace, where several important things are already available in the marketplace including places to sell, payment management, sales catalogs, product stock and information about verified buyers and sellers, so Huck just needs to fill in the following: anything needed to open a store and provide any information about the products being sold such as prices and product specifications on the marketplace more easily.

The right strategy will produce positive results, digital marketing encourages the creation of demand by using internet media without eliminating the basics of marketing but further developing it. In e-marketing, it is stated that there are new 4p+1p applied in electronic marketing, namely: product and service, price, placement or distribution, promotion, and people (Al-Weshah, 2020).

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CONCLUSION

Based on the results of interview and observation data analysis, the following conclusions can be drawn. Huck is one of the companies that has had a major impact on the decline in the number of foreign and local tourist arrivals caused by the Covid-19 pandemic. In order to maintain the company, Huck tries to sell products through online stores in the marketplace which is expected to help the company to get sales. The planned strategies that have been implemented include: offering attractive products, including product descriptions, promotions, and optimal services. This strategy that has been running for 1 year has had a positive impact on Huck's online store, where currently Huck

has

earned the title star seller and has 44% chat performance.

Suggestions that can be given for further research, in this study explain how Huck's business strategy in facing competition in the marketplace coupled with the Covid-19 pandemic conditions. This research is in accordance with what is expected by researchers where the strategy used can help the company reach the target. The author knows there are still some shortcomings in this study, for further research can focus on external factors of the company. The next research can also evaluate more deeply about the business strategy of Huck.

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