EXPLORING WAYS IN WHICH GREENWEARFAIR CAN IMPROVE THEIR DIGITAL MARKETING

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ABSTRACT

This research aims are to identify the things that need to be improved in Greenwearfair to reach enough customers and audiences using digital marketing, defining the effective ways to use digital marketing that need to be done, and to describe fashion SMEs in Indonesia using digital marketing to improve their marketing. This qualitative research uses literature study approach. The data collection technique used in this research is documentation in form of photos that describe the digital marketing activities carried out by Greenwearfair and also previous research journals published in 2020-2022 that analyze the use of digital marketing in SMEs actors in Indonesia obtained from Google Scholar and Science Direct. This research uses qualitative analysis technique with a deductive thinking approach. The findings of this research show that Greenwearfair has marketed its products using digital marketing through social media, including Instagram and TikTok. Most fashion Industry SMEs in Indonesia use digital marketing, namely social media to market their products, while others use online advertising, email marketing, PPC marketing, SEO, and affiliate marketing to market their products. The top five social media rankings that are most often used by fashion SMEs actors in Indonesia during 2020-2022 are YouTube, WhatsApp, Facebook, TikTok, and Instagram. Other digital marketing media they used are Market Places (Tokopedia, Shopee, Bukalapak, Lazada, Blibli, etc.), Twitter, Web, FB Messenger, Line, WeChat, and Snapchat. They market their products by posting the pictures or videos, giving captions to each post, uploading statuses on social media, and interacting with audiences or customers by replying to their comments or questions

INTRODUCTION

Fashion in Indonesia is now growing with the flow of modernization. This development makes society a selective society in determining their lifestyle. Lifestyle is closely related to fashion, because fashion will support a person's appearance to be more attractive and become a trend center in society.

In connection with the statement above, in the current digital era, there are more and more fashion product sellers who offer their products online through various social media. This is because according to Kun (2020, p. 1), fashion products are products that can be consumed in the long term, because these products are used with normal usage for one year. Fashion products are now widely marketed online and this condition creates intense competition between sellers in attracting consumers. Therefore, fashion business people must be careful in choosing a strategy to find consumers through digital marketing.

Marketing through social media is centered on the company's efforts to build content that attracts attention and encourages consumers to connect and share information with companies through available social media networks (Rangaswamy et al., 2020). According to (Putra & Santoso, 2020), social media has become a platform that is easily accessible by anyone, thus making it easier for companies to increase brand awareness in the long term.

Greenwearfair is a small business that sells clothing and accessories to promote and raise awareness of environmental issues such as the fast fashion industry and global warming. Greenwearfair is under the organization of Greenwelfare Bandung which is an educational organization that promotes the same value as Greenwearfair but spreads it using a different approach such as webinars and seminars in selected schools in Bandung.

Since the increase of Covid-19 in Indonesia especially Bandung and the limitation of budget, Greenwearfair can't open an offline store to sell their products. Therefore, Greenwearfair chose to use social media to market its products. But the sales and engagement needed haven't been reached yet since the last two months they opened their stores. Although they already used numerous platforms to promote their products, they still haven't sold much yet.

Why digital marketing? The most effective kind of marketing is digital marketing. The most cost-effective strategy to advertise your company is to use digital marketing strategies. The most quantifiable kind of marketing is digital marketing. One of the most valuable features of digital marketing is the ability to target the ideal customers. The cost of digital marketing in Indonesia varies. (Faruk, Rahman, & Hasan, 2021) stated that from Instagram ads to Google ads, it offers a companynumerous plans for their advertisement. It can cost from Rp. 15,000 (£0.78) to Rp. 10,000,000 (£520.76) depending on the plan the company chose and the platform they used.

This research is conducted with the aim of exploring ways in which Greenwearfair can improve their digital marketing. This research is based on the fact that in Indonesia there are many online fashion sellers with various marketing

methods. Therefore, these entrepreneurs must be good at seeing opportunities to choose the right digital marketing media to market their fashion products.

RESEARCH METHOD

This research is a type of qualitative research, with a literature study approach. Qualitative research how it works is that the data collected takes the form of words or pictures rather than numbers. In qualitative research, the methods used are usually observation, interviews and document review (Moleong, 2021). This research is based on desk-based research. Research that is done at a desk is known as desk-based research. A researcher locates, gathers, and evaluates the publically accessible data on the research topic in this form of study. Desk-based research is done by acquiring and examining data from publicly accessible sources, including websites, newspaper articles, journals, market intelligence, government reports, and data sets. The researcher uses a literature study approach which according to (Sugiyono, 2021) that literature study is a theoretical study, references, and other scientific literature related to culture, values, and norms that develop in the social situation being studied. Literature study also means data collection techniques by reviewing books, literature, notes, and various reports related to the problem to be solved.

Judging from its nature, this research includes descriptive research. Descriptive research focuses on a systematic explanation of the facts obtained during the research. Therefore, the researcher conducts research by documenting documents related to the object under study. The documents are in the form of photos that describe the digital marketing activities carried out by Greenwearfair. This is in accordance with the purpose of this research, namely to explore the ways in which Greenwearfair can improve their digital marketing.

The documentation technique referred to in this research is also used in the aim to review documents in form of previous research journals that analyze the use of digital marketing in Small and Medium Enterprises (SMEs) actors in Indonesia. In other words, data of SMEs actors in Indonesia in this research were obtained from previous research journals published in 2020-2022 obtained from Google Scholar and Science Direct. From the research period, 30 SMEs were obtained, which will then be analyzed and to be compared to explore their ways to improve their digital marketing. Furthermore, there are 30 journals that will be used on this research.

To analyze the data, the researcher uses qualitative analysis with a deductive thinking approach, deductive thinking was based on general facts and then researched and finally found specific solutions to problems. According to (Sugiyono, 2021), the method of deductive thinking is a method of thinking that applies general things first and then connected them in specific parts

RESULTS AND DISCUSSION

1. REENWEARFAIR'S DIGITAL MARKETING WAYS

Greenwearfair is a fashion Small and Medium Enterprise (SME) that sells clothing and accessories to promote and raise awareness of environmental issues such as the fast fashion industry and global warming. Greenwearfair is

under the organization of Greenwelfare Bandung, Indonesia, which is an educational organization that promotes the same value as Greenwearfair but spreads it using a different approach such as webinars and seminars in selected schools in Bandung. The Greenwearfair was founded in August 2021 and until now still exists to market its clothing products to customers online.

From the result of the review of the digital marketing activity documents carried out by Greenwearfair, it is known that there are two social media that they use to market their products; they are Instagram and TikTok. They have used the two-social media since the first time Greenwearfair marketed its products online, which was in mid-August 2021.

a. Instagram Marketing

Instagram marketing is one of the marketing techniques as one of the strategies in digital marketing that is most in demand by online business people. This is because Instagram is one of the most popular social media, especially among millennial. Instagram marketing is the activity of promoting products through content creation and other campaigns on social media. By using Instagram media, Greenwearfair has done three ways to market its products, as follows:

1. Post product pictures

This activity of posting product pictures is carried out with the aim of making followers aware of the products marketed by Greenwearfair. Thus, it is hoped that the followers will be interested in buying these products.

2. Give captions to each picture post

Greenwearfair also carried out product promotions by providing a caption for each product picture it posts. The caption contains of the price of each product, product size for men and women, and also persuasive words addressed to its followers: "*Our product sells out quickly! Come grab yours and order through our DM*". Regarding the price of its products, Greenwearfair sets vary prices. The product prices for batch 1 ranged from Rp. 55,000-75,000 (£3.07-4.19), product prices for batch 2 were between Rp. 40,000-70,000 (£2.24-3.91), product prices for batch 3 were between Rp. 40,000-60,000 (£2.24-3.35), while product prices for batch 4 were between Rp. 35,000-60,000 (£1.96-3.35).

3. Create Instagram stories (instastory)

The Instagram story way is carried out in a step that is Greenwearfair posting pictures of its products to its Instagram story (instastory). Posts on Instagram stories are usually affixed with a hashtag (#), caption, and emoticons to attract the attention of its followers. This promotion way is done with the aim that Greenwearfair's followers can find out more about the products its offers, especially if there is an update on the price of a product or if there are new products.
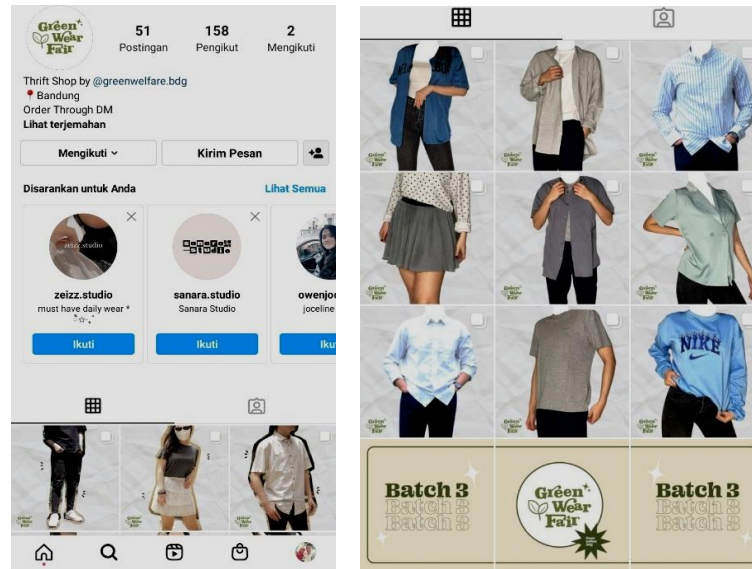
Figure 1
Greenwearfair Instagram Picture

b. TikTok Marketing

The next social media that Greenwearfair uses to market its products is TikTok. The marketing strategy through TikTok relies on videos that contain various things that are trending and are of interest to many people. With the aim of fulfilling the desire of many people for an entertainment video, sellers must be able to think and design very interesting content such as what will be shown in their TikTok videos, so that they can attract the interest of the audience to buy the products shown in the video. Marketing strategies through TikTok can reach a wider market and can attract more audiences.
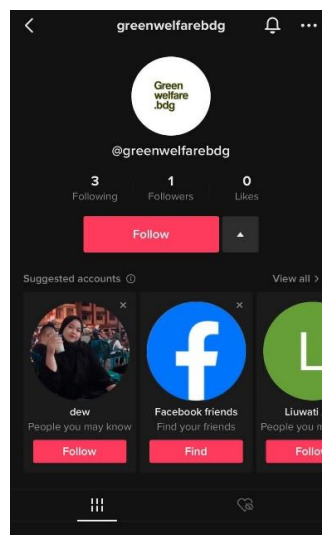

Figure 2
Greenwearfair TikTok profile

There are two main ways that Greenwearfair does to market its products through TikTok, as follows:

1. Post video

In this case, the posted videos contain pictures of Greenwearfair's products. Greenwearfair also frequently posts videos showing its products being worn by models. The video duration is about 10-15 seconds long. Posting the video are done not only to introduce Greenwearfair's products to its followers or audiences, but it is also hoped that the video will get lots of 'like' from them so that it boosts its ranking and becomes viral. This will certainly help accelerate the marketing of Greenwearfair's products.

2. Reply audiences' comments

Greenwearfair also has an interactive way to market its products. This interaction is carried out with followers or audiences who give comments or ask questions on each post. Greenwearfair admin quite often answers their questions or just give a 'like' to their comments. This promotion way is done to get the followers or audiences' attention and to establish the closeness between Greenwearfair and them in the hope that they will be reluctant to buy the products offered.

From the above descriptions about this research results, it can be stated that Greenwearfair has sought various ways to improve its digital marketing. Greenwearfair uses two main social media platforms to market its products; they are Instagram and TikTok. The two platforms are Greenwearfair's mainstay platforms for posting content about its products with the aim that customers or audiences know in detail about the products offered so that they are expected to be more interested in buying them.

2. DIGITAL MARKETING OF SMES IN INDONESIA

Data of Small and Medium Enterprises (SMEs) actors in Indonesia in this research were obtained from previous research journals published in 2020-2022. From the research period, 30 SMEs were obtained which were then identified analyzed, and to be compared for their ways of marketing their products or services online (digital marketing).

Digital marketing strategies have developed rapidly in Indonesia and have been commonly used by companies or Small and Medium Enterprises (SMEs) entrepreneurs to market their products or services to the target audiences, especially since the Covid-19 pandemic era occurred in early 2020, especially in Indonesia. As mentioned in Chapter 2 that there are several types of digital marketing that are used to market products or services online, especially for Small and Medium Enterprises (SMEs) actors. From the results of data analysis on previous research journals published in 2020-2022 that examined the application of digital marketing for 30 Small and Medium Enterprises (SMEs) actors in Indonesia, researcher obtained information about the types of digital marketing that they often use, as follows.
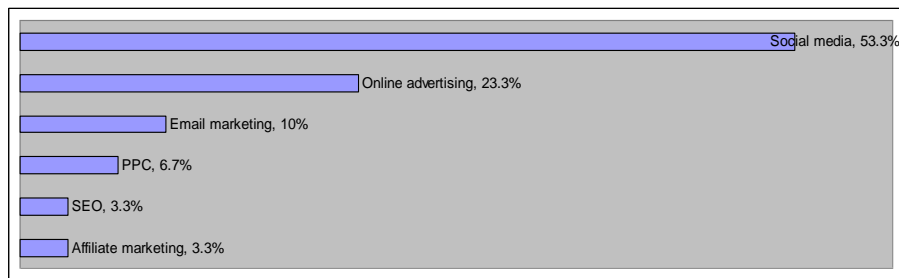
Figure 3
Digital marketing types used by SMEs in Indonesia (2020-2022)

From Figure 3 above, it is known that the type of digital marketing that is most widely used by Small and Medium Enterprises (SMEs) actors in Indonesia to market their products of services is social media with a percentage reaching 53.3%. The next type of digital marketing is online advertising with a percentage reaching 23.3%. Other types of digital marketing such as email marketing, PPC marketing, SEO, and affiliate marketing are also used by SMEs actors in Indonesia, but the percentage only reaches 3.3-10%. Regarding the digital marketing channels used by SMEs actors in Indonesia during the 2020-2022 periods as referred to above, the researcher can explain further in the following figures.
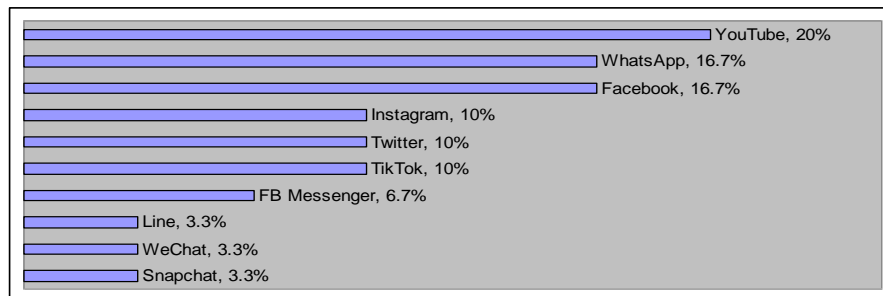

Figure 4
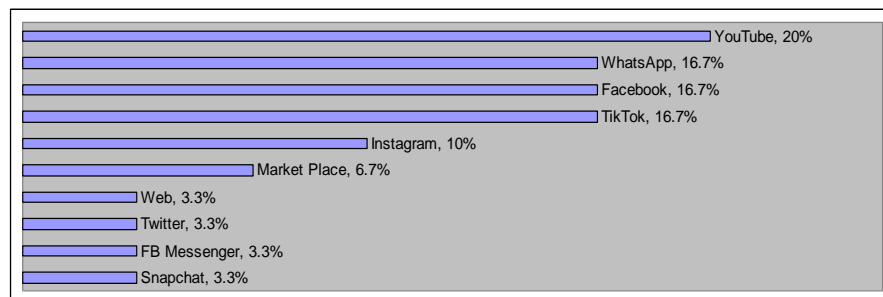**Digital marketing media ranking used by SMEs in Indonesia 2020**

Figure 5
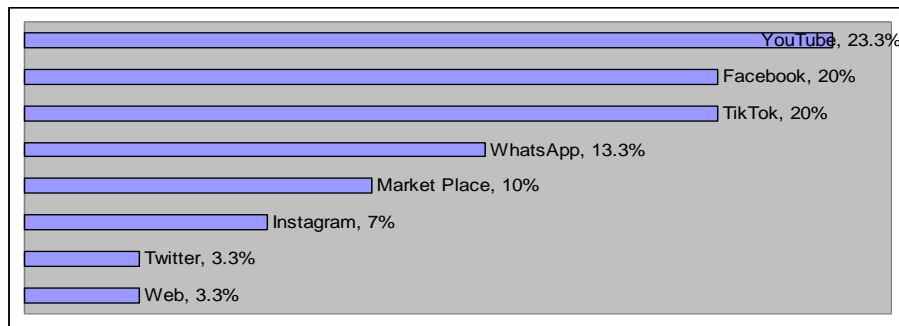**Digital marketing media ranking used by SMEs in Indonesia 2021**

Figure 6
Digital marketing media ranking used by SMEs in Indonesia 2022

From the last three figures showed above, it can be stated during the last three years (2020 to the first trimester of 2022) that digital marketing in the form of social media that is most often used by Small and Medium Enterprises (SMEs) actors in Indonesia is YouTube, whose percentage continues to increase from 20-23.3%. It is followed by social media WhatsApp (2020-2021), but then the position is shifted by Facebook in the first trimester of 2022. TikTok social media which is also used by Greenwearfair to market its products has experienced a drastic increase from 2020 to 2022 as a digital marketing medium, which is most often used by Small and Medium Enterprises (SMEs) actors in Indonesia (percentage of users between 10-20%). Meanwhile, Instagram is still become an alternative digital marketing media used by SMEs actors in Indonesia, but the percentage of its users is quite stable from 2020 to 2021 (10%), but the percentage of its users is decrease in the first trimester of 2022 (the percentage of users is only 7%).

From the results of the data analysis, it can be stated that in general the top five social media rankings that are most often used by Small and Medium Enterprises (SMEs) actors in Indonesia to market their products during the 2020-2022 period are YouTube, WhatsApp, Facebook, TikTok, and Instagram. Other digital marketing media used by SMEs actors in Indonesia during that period included Market Places (Tokopedia, Shopee, Bukalapak, Lazada, Blibli, etc.), Twitter, Web, FB Messenger, Line, WeChat, and Snapchat.

DISCUSSION

In this modern era, people can carry out various activities anywhere and anytime. With the internet technology that is growing at this time, people can do many things such as socializing, looking for various information, reading, creating, even marketing their products or shopping online. This makes the trend of digital marketing for products currently in great demand by the public. The development of this trend can be seen from the media currently circulating. Marketing that used to be widely applied conventionally (offline), but now the marketing trend has changed to digital-based marketing (online), which is even more in demand by the

public. According to (Aboytes, Barth, & Fischer, 2022), with the development of this technology, now sellers and buyers can carry out transactions without having to meet face to face, because with a strategy like this the public can have a wider scope in finding information and making transactions at any time or in real time.

Digital marketing is a marketing strategy that is carried out digitally or online. Digital marketing is used by many business people around the world, ranging from small scale, SME, to large (Adhitya, 2021). (Saura, 2020) stated that with the latest technology trends, it seems impossible not to implement a digital marketing strategy for a business. Even when you are just starting out, it could be that your competitors are already testing with some of the digital marketing strategies they designed.

(Saheb, Amini, & Alamdari, 2021) believed that digital marketing is part of e-commerce which is a trading system via the internet, where the internet will continue to provide an up-to-date nature, so companies can provide product information services that are offered clearly and easily. This will have a positive impact on the company both in terms of operations and human resources.

Greenwearfair has implemented a marketing strategy through digital media, namely promotional or marketing activities carried out to form a brand image through social media such as Instagram and TikTok. Greenwearfair has marketed its products through the two social media since Greenwearfair was first present in mid-2020. The digital marketing carried out by Greenwearfair aims to have a good impact on the company, especially to expand its reach to the target public, popularize its products, and of course to increase the quantity of sales in order to achieve maximum profit. With the development of current technology, Greenwearfair in digital marketing puts forward a 'follow-up' and 'like' system for its consumers. Consumers who have given a 'follow' and a 'like' to the Greenwearfair account will get various benefits from the marketing links that have been formed. In addition to these benefits, consumers will also get convenience in shopping; promo information that is always up to date and can consult online with the Greenwearfair admin at any time. This explains that in the current era of increasingly developing technology, Greenwearfair has taken several ways to improve its digital marketing, namely marketing its products using social media such as Instagram and TikTok.

Although Greenwearfair has been trying to find ways to market its products online through social media (Instagram and TikTok), it's good for Greenwearfair to start thinking about implementing product marketing methods using other social media. This is because the results of this study prove that in general the top three social media rankings that are most often used by fashion SMEs actors in Indonesia to market their products during the 2020-2022 periods are YouTube, WhatsApp, and Facebook, while TikTok and Instagram only occupy fourth and fifth ranks. Greenwearfair should also try to market its products through Market Places, such as Tokopedia, Shopee, Bukalapak, Lazada, Blibli, etc., which have proven effective in attracting public buying interest.

Greenwearfair should conduct promotional activities by implementing digital marketing strategies more deeply, such as advertising activities on

television, radio and other social media. This is in accordance with the results of research conducted by (Sedalo, Boateng, & Kosiba, 2022) which stated that more than 60% of consumers in the productive age (21-49 years) often conduct further searches on the products they want to buy after seeing online video advertisements.

Furthermore, Greenwearfair should also create interesting content about the products it markets. Greenwearfair must also be able to be consistent in posting content about its products. This is because the research results that have been carried out by (Putra & Santoso, 2020) showed that consistency plays an important role in the business marketing strategy, because this will give consumers confidence in the product. In addition, content management is also very important to pay attention to so that the content created is easy to find by internet users who are looking for content that is relevant to their wishes, as well as presenting content so that it can be easily found by search engines. Like the research done by (Septira, Susanti, Oktafiani, & Putri, 2022) which found the fact that every consumer's perspective on a product shift, namely they do not only see the product from its function as a need, but see it as a means of fulfilling satisfaction and self-actualization. In relation to the Instagram platform which is the mainstay of Greenwearfair, this social media has a promotional feature, namely Instagram Ads. According to (Saifuddin, 2021), the system from Instagram Ads itself is that sellers pay Instagram so that their products are promoted according to the target market that the seller has set. The results of research conducted by (Kurniawati, 2021) stated that if advertisements made contain uniqueness or benefits for potential consumers, consumer buying interest may appear, such as Limited-Edition products or large discounts. However, not only with Instagram Ads, potential consumers will also be more interested if the online store's feed display has an attractive design and concept. Consumers will find it easier to make purchases if the products offered have a value that they think is profitable.

CONCLUSION

Greenwearfair has tried to market its products online (digital marketing) through social media (Instagram and TikTok), but still needs to improve the quality of its digital marketing. There are several things that need to be improved from Greenwearfair digital marketing; the things that are needed to improve Greenwearfair marketing to reach enough customers and audiences using digital marketing are firstly, Greenwearfair needs to be more consistent in posting information about its products online, both time consistency and quality of the postings. Secondly, Greenwearfair should also make post content that is even more interesting, not just pictures of its products, but can be added by making testimonial videos from influencers with the aim of making the target audiences more interested in buying Greenwearfair products. Last but not least, the effective way to use digital marketing are, Greenwearfair should try to use other social media, such as YouTube, Facebook and WhatsApp to market its products, as well as cooperate with the leading Market Place in Indonesia, such as Tokopedia, Shopee, Bukalapak, Lazada, etc., so as to open up more opportunities to improve the quality of digital marketing and will certainly be able to increase sales opportunities for its products.

Fashion SMEs in Indonesia are using digital marketing to improve their marketing, most of them is using social media to market their products, while others

use online advertising, email marketing, PPC marketing, SEO, and affiliate marketing to market their products. The top five social media rankings that are most often used by fashion SMEs actors in Indonesia to market their products during the 2020-2022 periods are YouTube, WhatsApp, Facebook, TikTok, and Instagram. Other digital marketing media they used are Market Places (Tokopedia, Shopee, Bukalapak, Lazada, Blibli, etc.), Twitter, Web, FB Messenger, Line, WeChat, and Snapchat. They ways they do to market their products through digital marketing are, among others, by posting products (in form of pictures or videos), giving captions to each post, uploading statuses on social media, and interacting with audiences or customers by replying to their comments or questions.

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