
PULL STRATEGY AND DIGITAL MARKETING OPTIMIZATION FOR HOUSE OF GARMENT MSMEs AS BRAND IDENTITY ENHANCEMENT BY LEGALITY MANAGEMENT, COMPANY PROFILE AND WEBSITE MAKING

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ABSTRACT

The Covid-19 pandemic has hit various sectors including the textile industry, where raw material prices have experienced a significant spike amidst a decline in demand. One of the affected companies is Malabis, a garment house that was established in 2015 in South Tangerang. The company's B2B business model makes their brand known only by word of mouth and grows organically according to the word of mouth concept. When the pandemic started to subside, the company had to adapt from the beginning because the brand identity was relatively shabby. Implementing a pull strategy and digital marketing through social media channels such as websites, creating company profiles, and managing business legality will be a way to improve Malabis' brand identity to optimize sales. The aim of this study is enhancing brand identity to improve sales. The study will be followed through using a qualitative approach with descriptive analysis using data collection models such as in-depth interviews, observation or direct observation, and literature review based on data, facts, and findings in the field. Another thing that will certainly be carried out is starting from reviewing business model canvas, SWOT, Five Forces Model, VRIO Framework, GAP Analysis, and Pareto contributions to get the best solution to the problems being faced and trying to be solved. The research resulting in uplift in the turnover average (41.6%) compared to the previous year. Malabis MSMEs' overall brand identity has been improved through optimizing the pull strategy and digital marketing through Instagram channel and Website Creation

KEYWORDS *brand identity; digital marketing; pull strategy; micro small and medium enterprises (MSME)*

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INTRODUCTION

Solomon (2018) in "*Consumer Behavior: Buying, Having, and Being*" explains *Maslow's Hierarchy of Needs* which divides the level of human needs into five levels where the most basic level is physiological needs in the form of food, drink, water, air, sleep or rest, etc. Although in theory clothing or textiles are at the level of belongingness needs, this industry has been transformed into a line of business that does not only exist to meet the needs for body coverings or personal protection, but also in terms of aesthetics. This is in line with what Indah (2022) said that the textile industry, including house garments, is primary needs just like food, clothing, and house. The textile industry was the highest in manufacturing growth recorded for the third quarter of 2019, with 15.08% in number, surpassing Indonesia's economic growth of only 5.02%, The Ministry of Industry of the Republic of Indonesia implies. This expeditious growth is because the industry has been integrated and can be managed from upstream to downstream in the country. When pandemic hit, every sectors are affected, including this garment house, Malabis. But in 2022, the economy has started to rise, pandemic slowly fade away. However, after the pandemic, not all Micro, Small, Medium Enterprises (MSMEs) can rise quickly. Malabis is one of the companies that is said to have difficulty to rise back up due to the lack of brand identity and brand loyalty. A lot of their customers didn't repeat their order. Malabis' customer data shows that in the period of June 2021-March 2023, there were 303 customers of Malabis, and there are 93 customers eligible to identify the loyalty with the assumption that every customer will be reordering once in a year for the minimum.

Data shows that from 93 customer, there are only 27 customers or 29 percents of them who repeats their order. The rest of them or 66 customers didn't reorder. Author did some research to fifteen of them to understand their reason. Their reasons including price, comission or reward, quality, and service after product purchasing. Through some in depth interview with the owner, the company actually guaranteed to give the lowest price as possible to the customers, also trade-ins for the product if it has problems, and reward or comission system. These are possible to be given to the customers. But the information about these systems aren't delivered clearly that they don't know about these informations.

That's why, pull and digital marketing strategy are needed to solve this problem, which is the process of utilizing advertising and promotional media for a product so that it can be properly received by the targeted consumers (Belch et al., 2004). Furthermore, the author will also optimize the use of digital marketing to increase the revenue stream from Malabis. Marketing is a process of creating value and building strong relationships with customers in exchange for capturing value from customers, including in the form of conversion to sales (Kotler & Armstrong, 2016). Digital marketing is marketing through digital channels. Marketing has also transformed into digital form to keep up with the times. Marketing through digital channels including, but not limited to, social media (Facebook, Instagram, Tiktok, Twitter), search engine optimization (SEO), search engine marketing (SEM), direct

marketing on electronic mail, relatively it has cheaper price if compared to traditional marketing or non digital marketing with extensive scope (Bala & Verma, 2018). Utilization for various purposes today has changed many segments in terms of information and communication. The purpose of this business coaching is to implement the strategies as described earlier so that it can help companies get out of the problems they are facing and make more income.

Quoted from the Big Indonesian Dictionary page via kbbi.web.id, textiles are woven goods, cloth materials, which are absorptions from the English language, namely textile, which means something that is woven. Idris (2021) says that textiles are a process for making cloth and its derivatives from yarn which consists of several stages. Many textile companies are engaged in only one field which is then called garment. However, unlike garments, garment houses are defined as companies on a smaller scale and usually carry out the production process after receiving an order. Malabis is one of the house garments located in South Tangerang, Banten and will be the subject of the author's research.

Brand identity is a combination of many factors such as but not limited to name, logo, symbol, design, packaging, and product or service performance as well as an image or a type of association that arises in the minds of consumers when thinking about brands (Belch et al., 2004). A brand needs to form its identity and create the right meaning according to the performance and brand image it wants to display. Keller and Swaminathan (2011) in a book entitled *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* said that a brand with the right identity and meaning can make customers believe that the brand is relevant and appears as something that the customer wants. Chaffey and Chadwick (2019) refer to brand identity as a set of associations that imply a "promise" to customers of an organization, where this identity is more than just a name and symbol that must be communicated. Malabis will strengthen its brand identity such as managing legality so that it can enter a wider range of prospective customers, changing the logo so that it has a strong original identity, as well as building a corporate image by creating a company profile and business portfolio which will be implemented through a pull strategy and digital marketing through social media and websites. In B2B companies like Malabis, company profiles and portfolios are very important to increase trust in the brand. A strong identity will also be supported by creating a website that contains information, profiles and various other relevant marketing communication tools.

Belch and Belch (2004) divide the development of promotion strategies into two, namely push and pull strategies. Push strategy means pushing or bringing products to consumers. Different from the push strategy, pull strategy namely attracting customers to come looking for or approaching products from a brand. Pull strategy is the process of utilizing advertising media and promoting a product so that it can be properly received by the target consumers (Belch et al., 2004). Some examples of pull strategies include advertising on TV, radio or digital channels such as social media, holding events, concerts or festivals and launching promotions such as discounts, cashback, and so on. Chaffey and Chadwick (2019) states that a push strategy is a form of marketing that makes customers tend to passively receive messages from a brand, while a pull strategy makes customers

proactive in finding solutions and interacting with brands through content, search, and social media marketing. In this paper, the author will use promotional channels in the form of advertising on digital platforms, namely social media Instagram and making company websites. This is because digital channels are a marketing strategy that is developing quite rapidly with various advantages such as the ease of the manufacturing process and relatively lower costs than other types of promotions (Belch et al., 2004). This model of business coaching is an improvement made from theories described thoroughly in this section. Moreover, the aim of this study is enhancing brand identity to improve sales.

RESEARCH METHOD

Business coaching's schedule and deadlines are designed to be a guide for the researcher, the stages of the process until evaluation and the results of business coaching can be completed and seen according to the academic calendar.

Table 1. Timeline of Business Coaching

No	Activity	Jul 22	Aug 22	Sept 22	Okt 22	Nop 22	Dec 22	Jan 23	Feb 23	Mar 23	April 23	May 23
1	Introduction	■										
2	Data Collecting		■	■	■	■						
3	Problem Analysis and Recommendation				■	■	■					
4	Owner Confirmation					■	■					
5	Implementation						■	■	■	■	■	■
6	Evaluation							■	■	■	■	■

Source: Author (2023)

This study uses a qualitative approach. Aspers and Corte (2019) defines qualitative research as: *"..an iterative process in which improved understanding to the scientific community is achieved by making new significant distinctions resulting from getting closer to the phenomenon studied."*

Creswell and Cresswell (2017) say that qualitative research is a research process to understand overall or holistic and complex problems that rely on or are presented with words of text and pictures, with unique data analysis steps and using various designs. Qualitative research also reports in detail the views obtained from informants as the main source of information which is carried out in a natural setting. Sugiyono (2019) defines qualitative as an approach that uses written and oral data, as well as descriptive events, knowledge, or study projects within a certain period of time. The author conducts participatory observations to produce primary data obtained through interviews and in-depth observations. Secondary data can be obtained through literature studies such as from journals, books, theses, or previous research and other sources. Data obtained through interviews and in-depth observations will produce primary data, while the secondary data obtained through literature studies such as from journals, books, theses, or previous research and other sources.

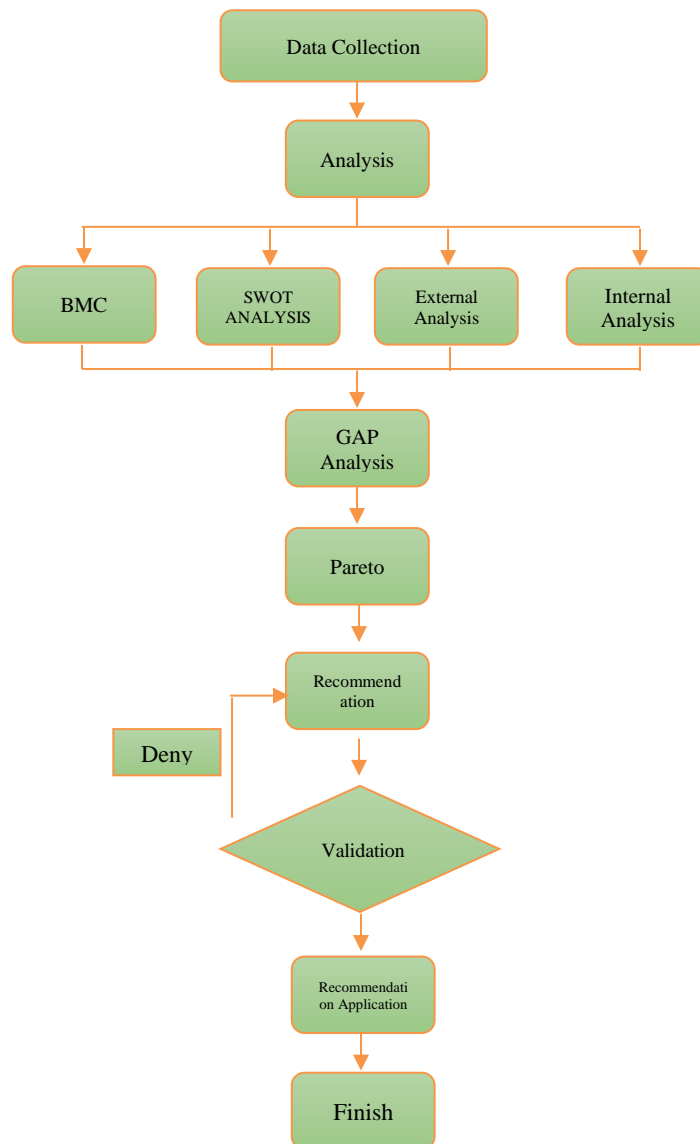


Figure 1. Business Coaching Study Process
Source: Author (2023)

The data analysis technique used is conclusion drawing and verification. This technique serves to take an action. Based on the results of interviews and observations on Malabis Clothing MSME, there will be an explanation to information about segmenting – targeting – positioning (STP) analysis, PESTLE analysis, Porter's Five Forces, SWOT, BMC until gap analysis can be done prior to determining the company's Pareto applied to Malabis MSMEs. The Business Model Canvas (BMC) is a framework description of a business that is presented in the form of an image (canvas) in the form of bullet points so that it can be explained briefly. Osterwalder et al. (2010) said that there are nine basic components in the business model canvas, there are customer segments, value propositions, customer relationships, channels, key activities, key resources, key partners, cost structure,

and revenue streams. The following canvas is an overview of Malabis MSMEs BMC:

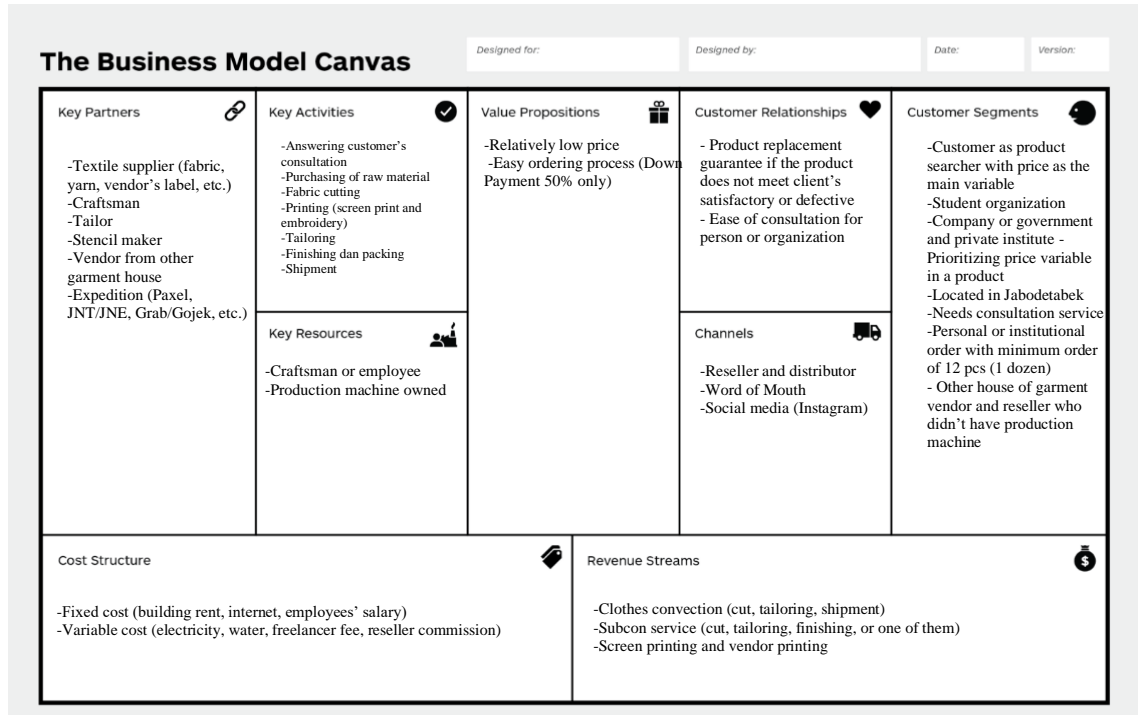


Figure 2. Business Model Canvas Malabis
Source: Author (2023)

Based on the results of an analysis of the existing BMC, it appears that one of the Malabis customer segments is one that requires credibility for the brand to be used, apart from price, quality, and product portfolio factors. This means that Malabis needs to enhance its brand identity to gain the trust of these potential customers. Some of what Malabis can do is to take care of legality, for example, so that it can enter the customer segment which is very concerned about legality issues, such as for the tender process or cooperation on a medium or large scale. Enhancement legality also needs to be refined by creating a strong and meaningful logo identity, so that the company's vision, mission or general description of the company can be seen on the logo. A strong brand identity will certainly be the starting point for fixing the problems faced by Malabis. On the value proposition side, in the form of the ability to produce their own products so that the best price guarantee cannot be conveyed properly to receivers or customers or prospective customers. This is indeed a problem for most businesses that are focused on production, such as Malabis, where the other side, such as marketing, is usually a little less than optimal. Malabis' marketing tools, which are only Instagram and direct mail, also cannot convey the message optimally. Therefore it is necessary to make improvements on the marketing side of Malabis through Pul Strategy and Digital Marketing. Apart from that, from a customer relationship perspective, Malabis has started implementing a product guarantee card to keep its customers

afloat. However, communication problems have again become a barrier for Malabis to be able to highlight its various advantages, including in the field of customer relations. Therefore it is necessary to discuss how to properly implement this membership system so that customer loyalty can be maintained. In the field of cost structure, it needs to be improved, considering that Malabis employs many non-permanent employees who depend on sub-contracting work, so that sometimes when orders come in, the main product from Malabis itself is less than optimal in terms of processing time to the quality produced. This is a dilemma for Malabis because on the one hand it requires other revenue streams to reduce costs for employees, but on the other hand it makes their main product at times less than optimal.

Based on the results of interviews, field observations, and internally processed data that researcher conduct, it can be concluded that the target market for Malabis is an internal or external organization of campuses in Jabodetabek (51%) , where Universitas Indonesia is one of the biggest markets because it is the campus where the owner studied and developed the brand since college, companies or government and or private agencies, as well as resellers and other house of garments that pass their orders to Malabis. It can be seen that Malabis is indeed targeting a B2B or Business to Business business model. Like most house of garments, Malabis also plays on price so it expects profits from relatively large quantities. The types of products sold also vary, starting from t-shirts, lanyards, ID cards, and so on with mass customization forms, so customers must consult first at the beginning of the order to get the product that meets expectations.

<u>Demographic</u> Student's organization (internal and external) Communities Private companies Government institution	<u>Geographic</u> Jakarta Bogor Depok Tangerang Bekasi
Large orders quantity (min 1 dzn) Mass Customization with competitive price	Price is an important factor in deciding about the purchase Flexible customizing
<u>Psychography</u>	<u>Behavioral</u>

Figure 3. Segmenting and Targeting analysis

Based on the Segmenting and Targeting analysis, it can be seen that the positioning of Malabis Clothing is placing itself in a value proposition where the segment and target market can choose custom products (mass customization) with flexible designs and relatively cheap prices because they are produced by the brand itself. Demographically, Malabis customers, who also include government or private agencies, need legality to be able to compete with other competitors in open

tenders or selection of company confectionery vendors. In addition, legality can also function to increase customer trust in the brand so that legality is one of the important things that must be owned by Malabis. On the behavioral side, for example, Malabis needs to create a campaign or program to increase brand loyalty or value so that customers or prospective customers doesn't only see or choose Malabis because of the lowest price factor.

SWOT analysis is a way to find out the strengths, weaknesses, opportunities, and threats of a company so that later it can be optimized in formulating strategies or making policies and business decisions that affect business conditions as described by Thompson et al (2013), where strengths and weaknesses are the internal potentials of a company, while opportunities and threats are related to the company's external factors. Here is a SWOT analysis of Malabis:

Table 2. Matrix of SWOT Malabis

Strengths	Weaknesses
S1. Owned a production machine	W1. Lack of <i>brand identity</i>
S2. Employee stayed in the office	W2. Lack of Customer Loyalty
S3. Good access to supplier (since 2015)	W3. Too much services variant (subcon)
S4. Ease of consultation for customers	W4. No specific marketing team
S5. Relatively cheap price	W5. Lack of quality financial records
Opportunities	Threats
O1. High growth of textile industry	T1. Ease of competitor brand to show up because the open market (red ocean)
O2. Improvement in priority and support from the government to MSME (credits, raw material, etc.)	T2. Unstable production cost because imported majority, many external factors affecting the supplier country that affects the price too.
O3. Support to the recovery of textile industries and raw material production from the government	
O4. Industrial revolution 4.0 giving the ease of business marketing	
O5. Many tools or applications available to help the needs of business like financial record apps, stock, video maker for marketing, design, etc.	
O6. Many companies need Malabis products for various events	

Source: Author (2023)

VRIO Framework

The VRIO framework is one of the tools that can be used by a company to evaluate the resources it owns and it is hoped that it can be maximized to achieve and maintain a competitive advantage (Rothaermel, 2021). The tools used to be able to analyze it consists of valuable, rare, imitationity, and organized. Table 3 below shows the VRIO analysis from Malabis.

Table 3. VRIO Analysis Malabis

Resources / Capability/ Competencies	V	R	I	O	Competitive Implication
	Valuable?	Rare?	Costly to Imitate?	Organize to capture the value?	
Advanced brand in the field of house of garment	No	No	No	No	Competitive Disadvantages
Resources (Human & Tools Production)	Yes	No	No	No	Competitive Parity
Workshop Location/ Garment House	Yes	No	No	No	Competitive Parity
Best Price Guarantee	Yes	Yes	No	No	Temporary Competitive Advantages
Quality Guarantee	Yes	Yes	No	No	Temporary Competitive Advantages

Source: Author (2023)

Based on VRIO's analysis of Malabis, it can be seen that Malabis does not really have a competitive advantage compared to its competitors. The house of garments business is indeed one of the businesses that are in the red ocean, so many of the values from the brand are shared by other brands. On the brand side, for example, because there are many players, Malabis can be said to be at a competitive disadvantage level. Then Malabis' resources in the form of having its own employees and production equipment may be something of value, but this is not something that is rare and easily imitated so that it can be said that Malabis is at a competitive parity level. Likewise with the guarantee of the best price and quality guarantee which is indeed something valuable and rare, but not something that is not easy to imitate. These conditions put Malabis at a temporary competitive advantage, so it is necessary to find solutions and ways to make Malabis continue to have its competitive advantage.

Five Forces Model

Porter in Rotharmael (2021) developed the Five Forces Model to help companies understand the potential advantages of different industries and how they can position their respective companies to gain and maintain competitive advantages. Porter implies that in the Five Forces Model, a company must consider five main competitive forces when analyzing the industry environment and formulating a competitive strategy consisting of:

Threat of new entry – Moderate. The risk of new companies entering an industry. If a new company enters the same industry it would be a risk for the existing company in the struggle for market share and can have a direct impact on the company's revenue. In the Malabis company, the challenges to similar brands that enter the field are categorized as medium or close to high. This is because the house of garment industry in particular or the textile industry in general is one of the industries with a high growth rate. Based on data from the Ministry of Industry (2019), for example, it is said that the growth of this industry was 15.08% or exceeded Indonesia's economic growth which was only 5.02% in the same year. Post-pandemic, this industry has also become one of the sectors that has risen faster. Arief (2022) said that the Ministry of Industry recorded a growth in the garment and textile industry of 10.44% in 2022. The growth in vendors occurred because the demand for these products was indeed quite high. Sahlan (2012) for example says that there is a demand for 18,000,000 clothes per year from a total of 9,000,000 adults who shop at the Tanah Abang Market. This means that the need for clothes for each person is assumed to be only 2 pieces per year. Therefore, the challenge for newcomers is also quite high or we can categorize it at a moderate level so that Malabis must look for added value for its brand in order to maintain its competitive advantage.

Power of Suppliers – Moderate Suppliers need to be a consideration for companies, especially top management in making company strategies because this can directly affect the costs that need to be incurred by the company and also the availability of materials needed by the company. Malabis has several regular suppliers in the city of Bandung, but also has a backup in the city of Tangerang itself, such as Cipadu, a location that is indeed referred to as "Bandungnya Tangerang". However, the challenge is when all of these suppliers still depend on suppliers from abroad, so that the availability of their materials is also influenced by social, political and economic conditions in the country. So based on this analysis, the power of suppliers in Malabis can be categorized at a moderate level.

Power of Buyers – High: The power of buyers relates to the pressure that industrial customers can put on producer margins by demanding lower prices or higher product quality. When the buyer manages to get a discount, it will affect the decrease in company income. When buyers demand higher quality and more services, they usually increase production costs. Therefore, powerful buyers can potentially reduce industry profits and company profitability. In the garment industry, such as Malabis, which plays in the red ocean, the bargaining power of buyers can be said to be high because many vendors or similar brands offer similar products.

Threat of Substitutes – Low: this relates to substitute products that can fulfill basic needs. This of course can be a threat to companies where consumer demand for the company's products can decrease because there are substitute products that can meet consumer needs. At present it can be said that textile products, one of which is clothing or garment, have no substitute. This product can be called a product that is needed, is at the third level in Maslow's theory of needs so that the threat of substitutes can be said to be low

Rivalry among existing competitors – High: the intensity at which companies in the same industry compete for market share and profitability. In the Malabis company, the challenge to similar brands entered by researchers is categorized as high.

Tabel 4. Porter’s Five Forces Malabis

No	Porter’s Five Forces	Analysis
1	Threat of New Entry	Moderate
2	Power of Suppliers	Moderate
3	Power of Buyers	High
4	Threat of Substitutes	Low
5	Rivalry Among Existing Competitors	High

Source: Author (2023)

Based on Porter's Five Forces Malabis analysis, it can be seen that this industry is indeed very sexy, so many similar brands have sprung up to meet the needs of a large market. However, a differentiator, value, and other things are needed that can make Malabis superior or have its own charm compared to its competitors. This can be done by, for example, improving brand identity, starting from having legality, a clear logo, company profile to business portfolio which can then be conveyed through digital marketing channels. This can make Malabis able to compete and look more attractive in the eyes of customers or prospective customers and have a competitive advantage that can last in the long term.

Pareto Analysis

Pareto analysis is carried out to be able to group and know the priority of problems and solutions that can be done for a brand or company. In this Pareto analysis, a value will be calculated which is the level of urgency or need for MSMEs and the weight which is the ability of these MSMEs. Grades will be numbered 1-10 where 1 is low and 10 is high. In addition, there is a distribution calculation, which means that the contribution is divided by the total contribution multiplied by 100%, and the contribution is the multiplication of the value and weight in percentage units (%).

Tabel 5. Pareto Analysis

No	GAP	Value	Grades	Contribution	Distribution (%)	Accumulation
1	Malabis Brand Identity Enhancement (logo changing and legality registration)	8	8	64	33,3%	33,33%
2	Pull Strategy and Digital Marketing Promotion (Instagram and Website)	7	8	56	29,2%	62,50%

No	GAP	Value	Grades	Contribution	Distribution (%)	Accumulation
3	<i>Company Profile & Collaboration Proposal</i>	6	6	36	18,8%	81,25%
4	Establishment of Financial System Report	4	6	24	12,5%	93,75%
5	Increasing the Quantity of Suppliers	4	3	12	6,3%	100,00%
				192	100,0%	

Source: Author (2023)

Based on table 4 above, it can be seen that there are GAP priorities that can be resolved first because they have a high Pareto distribution compared to the others; strengthening the basic brand identity. This is because based on Malabis' needs in improving communication, a logo is one of the right elements in conveying a message. Logos can have an effect on increasing awareness of a brand and getting positive ratings and trust from customers (Keller et al., 2011). A logo as a representation of a brand must have a strong meaning so that it sticks in the mind of the customer or at least attracts the attention of the customer. Belch and Belch (2004) also says that in some cases, redesigning a logo can be a way for marketers to send messages to potential customers. On the other hand, Malabis also takes care of legality in order to reach bigger customers. The legality registration accompanied by the replacement of the logo will be the basis for strengthening the brand identity of Malabis itself. In addition to strengthening the identity of the bean, a logo change is also necessary because the previous Malabis logo was modified from the internet without permission. A logo that is used casually without concern can certainly become a stumbling block for Malabis in the future if it is not resolved. Strengthening the brand identity of Malabis includes strengthening the theme, colors, philosophy, vision and mission of the company so as to increase customer trust in the Malabis brand. Making a company profile is an implication of strengthening Malabis' brand identity in the form of changing the logo and managing legality, so it is necessary to adjust the company profile if it already exists. However, so far Malabis does not have a company profile, so it is felt necessary to reach B2B companies according to the target market of Malabis itself. In the Company Profile, there is information about the history and background of Malabis, product portfolio and customers from Malabis, to its advantages and various other information which can be viewed in one file.

RESULT AND DISCUSSION

Results

After registering the company's legality and changing the logo as the basic brand identity, Malabis then creates a company profile and business portfolio which will become marketing communication tools to prospective customers. Malabis also created content to attract audiences on the Instagram platforms. This social media is the platform with the second most users in the world after

Whatsapp (Saskia, 2023). The website itself is used as a platform that will become a center for disseminating information, portfolios, communications, catalogs, and others for the B2B segment. As for B2B segment is relying to website for the company's credibility as McLean (2017).

The summary of digital marketing and pull strategy can be seen in the following table:

Table 6. Media Platform Optimization Summary

No	Action	Type	Utilization
1	Registering Companies Legality	Legality	Identity
2	Logo Changing	Identity	Identity
3	Website Developing	Owned Media	Identity, Credibility
4	Instagram	Owned Media	Identity
5	Company Profile and Email Marketing	Portfolio	Credibility

Source: Author (2023)

To measure the impact of the various things that have been done, the authors then conducted a survey with descriptive analysis to people with criteria who had purchased confectionery products in the form of t-shirts, jersey, bomber, varsity, or others with a total of > 12 pieces for organizations, communities, companies, or business . This survey then produced 154 respondents consisting of 76 men (49.4%) and 78 women (50.6%). The majority of respondents aged less than 20 years were 40.9% or 63 people, then aged between 20-25 years were 27.3% or 42 people, in the age group 26-30 years there were 24% or 37 people, and the rest were in age 31 and over. 46.1% of respondents are high school graduates where currently there is a possibility that they are still in their college studies, then as many as 35.7% or 55 people are S1 graduates, 17 people or 11% are Masters graduates, the rest are junior high school, vocational school graduates, up to Diplomas. This survey was conducted to test the validity of the author's assumptions regarding the various solutions offered, starting from managing legality, changing the logo, to creating a company website. The method used is descriptive analysis, aiming to find out the results of the intention to or the possibilities that occur from the implementation results that have been carried out. This survey was conducted because to assess the performance of the implementation that was carried out was limited in time, namely it was difficult to see the results of the implementation of the increase in turnover.

The survey results show that what the researcher has done has been tested according to the initial assumptions, where for example legality registration will be very important for MSMEs that require strengthening of brand identity so that

they can enter open tenders and companies that pay attention to legality, then changing logos, making work proposals and portfolio are things that also support Malabis' basic brand identity so that it can enter various market segments.

Discussion

Evaluation of the implementation of the Malabis brand identity enhancement strategy

This question arose from the results of discussions, interviews, and the author's observations of Malabis MSME. The author divides several categories of indicators from the gap analysis and ranks priority matters to be resolved based on observing the weights applied by SMEs.

Based on Pareto analysis obtained from various tools such as SWOT, VRIO Framework, Business Model Canvas, and 5 Forces Model, it is known that brand identity enhancement is the most important thing for improvement, starting from managing the company's legality to become a legal entity so that it can follow open tender and increase the credibility of the company. Changing the logo then becomes the second thing needed to form a company identity, prior to making a cooperation proposal that contains a company profile, catalog and brand portfolio

Optimization of Pull Strategy and Digital Marketing

Malabis uses Instagram as a tool with the pull method to reach its audience. Which the audience has used quite a lot as a consideration for the utility. However, the campaign regarding Malabis' value proposition will be strengthened so that the information can reach both prospective customers and the customers themselves. The website then also becomes a form of digital marketing tool that can reach companies or agencies that require speed of information and a high level of company credibility. What needs to be taken care of afterwards is how Malabis can maintain this campaign and its communication channels in the future.

CONCLUSION

At the end of the research, Malabis MSMEs, which previously had communication process as a problem, where various advantages could not be conveyed properly, have been improved through optimizing the pull strategy and digital marketing through the Instagram channel and Website Creation. Previously, the strengthening of brand identity through registration of company legality, logo replacement, and the creation of cooperation proposals which contained company profiles, catalogs and portfolios had been carried out properly. The results of a survey conducted on 154 respondents with specific criteria have also shown similar results, in which various strategies implemented support the process of strengthening Malabis' brand identity, increasing trust in Malabis, and are expected to have an impact on increasing sales turnover in the future. The author's suggestion is that Malabis remains consistent in creating marketing content, conveying excellence, campaigns, promotions or other marketing communications through the digital channels that have been created.

By implementing various actions to support Malabis' utility, the researchers then conducted another survey of ten Malabis customers consisting of five customers who made repeated orders and five customers who did not repeat orders. The results were then obtained, customers who previously did not repeat orders experienced problems with no loyalty to Malabis so they were still looking for other competing brands for production. When offered the membership system with various benefits such as cashback, rewards, guarantees, and others, 80% said they really wanted to join Malabis' membership and would use Malabis services again in the future. The remaining 20% said they were still unsure. On the customer side, those who have become loyal Malabis customers (have had repeated orders), said they were even more interested in the program being made. As many as 90% of the total research sample also said that the Malabis brand looked more professional and attractive, while the remaining 10% said that it had little influence on their decision-making. Based on these results, it can be concluded that the pull strategy and digital marketing carried out for Malabis have been successful. It takes a longer time to measure sales conversions.

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