

Analysis of Digital Marketing Strategies in Increasing Sales of Fashion Products (Sendal, Flat Shoes, and Heels) Koaki Medan in an Islamic Economic Perspective

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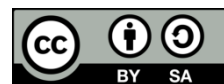
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ABSTRACT

This research aims to increase sales of fashion products such as sandals, flat shoes, and heels from the Koaki Medan brand from an Islamic perspective. The results of this research show that fashion sandals, flat shoes, and heels products from the Koaki Medan brand carry out a digital marketing strategy using two methods, namely by utilizing social media and using e-commerce such as Shopee from an Islamic economic perspective. By using this strategy, it is easy for businesses or entrepreneurs to introduce their products to their target market. The method used in this research is a qualitative method by observing through social media a local brand from Medan, namely the brand name Koaki. This research also uses previous research related to the required research problem. This method helps researchers answer the problem topic being researched.

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INTRODUCTION

The world has witnessed significant changes as a result of digital technology, including the emergence of several new technologies, particularly on the Internet. One common means of communication is the Internet. This is the background for changes in current communication infrastructure and the application of all-digital and online approaches. According to Hermawan, and Kartajaya, customer communication via the Internet is a viable option. Because more and more people are using the internet and have access to gadgets all the time. The increasing number of internet users shows that mobile devices can now be used to access the Internet anywhere and anytime.

Today's digital era makes many people use the internet as one of the accesses to develop their business. Businessmen or entrepreneurs who cannot adapt to the development of digital technology will make a business or business not superior to the competition. In Indonesian society today both children, adolescents, and adults are educated digitally, the incident can be seen from the number of social network users.

The development of digital technology can make it easier for business people or entrepreneurs to market their products. Products will be easily known to the public by marketing them through social media, advertising, content, and other ways. Social media such as Facebook, Instagram, TikTok, WhatsApp, and so on can help entrepreneurs in making sales. By using social media, entrepreneurs will easily introduce their products to the intended market. Now many people use social media both children, adolescents to adults. That way the entrepreneur can get the desired profit.

Online business is easy to implement and does not incur large capital or costs, from the beginning of implementation or during the business running or operating. Doing business online only needs a smooth internet connection as the main capital in developing an online business. Due to the fast-paced and highly dynamic nature of Internet business, products and services must adapt quickly to compete and thrive. To overcome these barriers, marketing communications are becoming increasingly important and are beginning to be considered in Internet marketing systems, where consumer delivery methods are becoming more important.

In Indonesia, social and economic standing is reflected in fashion trends, which are usually viewed as popularity. As it continues to grow, the fashion sector in

Indonesia has recently become more tempting. Fashion business growth can provide around 18.01% or Rp 116 trillion according to CNBC Indonesia statistics (2019). In addition, the Creative Economy Agency (BEKRAF) is still trying to improve the environment and encourage the expansion of this subsector. In addition to being a primary need, fashion has evolved into an artistic need to encourage faster expansion of the industry. Data in 2017 shows Indonesia's fashion sector generates exports of 13.29 billion US dollars and contributes 3.76 percent to the country's GDP. With a contribution of 54.54%, the creative economy fashion subsector also became the largest in 2016.

Nowadays fashion is a primary need for everyone to look stylish. It is said that nowadays many colors attract the market to look aesthetic and also the materials used have comfort at affordable prices. That way the competition between fashion businesses is getting tighter. From the perspective of Islamic economics, competition is an idea that motivates business actors to compete constructively (*fastabiqul khairat*) by providing added value to their companies, not degrading other business actors, and encouraging them not to harm each other. In Indonesia today fashion of sandals, flatshoes, and heels, is no longer just fashion, there are so many brands that offer this fashion. Therefore, with more and more competitors, business people/entrepreneurs must be fast in taking action in marketing their products with the strategies they make by utilizing digital both from social media, e-commerce, and so on.

But flexibility is also needed as a protective layer of digital marketing. Marketing is meant to be flexible enough to offer a wide range of alternative possibilities. Of course, this shows the ability of business people or entrepreneurs to win customer trust. In the perspective of Islamic economics, marketing is one type of *muamalah* where in carrying out transactions it is protected from things or elements prohibited by sharia law at every stage of the process.

From the background explanation above, the author is interested in conducting research entitled "Analysis of Digital Marketing Strategies in Increasing Sales of Fashion Products (sandals, flat shoes, and heels) Koaki in an Islamic Perspective".

THEORETICAL REVIEW

Digital Marketing

Sumarwan (2015) stated that marketing is the process of determining customer demand and then creating products or services to facilitate exchanges or transactions between producers and consumers.

Digital marketing is the practice of using digital technology to provide integrated, meaningful, and measurable communications that increase consumer engagement and help attract and retain customers. As part of traditional marketing, digital marketing utilizes contemporary digital platforms for investor and consumer communication as well as product placement to talk about brands, goods, and the progress of a business or venture.

Digital marketing is a term for any marketing or product promotion activity that utilizes digital media or the Internet. In the industrial era 4.0, digital marketing is considered very effective because of its ability to attract customers instantly and widely. Since the majority of individuals today are connected to the internet, digital marketing is the marketing method of choice for business people and entrepreneurs. Certain media channels such as social media, content creation, website creation, and e-commerce are designed to deliver economic results.

From the Islamic perspective, marketing is permissible as long as the entire transaction procedure is protected from elements prohibited by Sharia law. Islamic marketing is a strategic business discipline that guides the creation, offering, and modification of value from the initiator to its stakeholders. The whole process adheres to Islamic principles and the covenant is called muamalah. The main objectives of Islamic marketing are:

1. Marketing Sariya

Marketing products or services with Sharia components is known as Sharia marketing. Businesses that use Islamic sharia in their management must be able to function and behave professionally in the commercial world. In addition, there is currently a lack of public awareness of the unique selling points offered by Sharia-based businesses. Therefore, a thorough marketing campaign is needed, with one of the main focuses being on the value that Islamic goods provide and the likelihood that consumers will find them attractive.

2. Enhancing Marketing

A mistaken understanding of the marketing function requires an understanding of the importance of morality and ethical principles. It is intended that Islamic Sharia which is a form of sharia that is a complete and comprehensive form of sharia will uphold the importance of marketing in maintaining business integrity, identity, and reputation. Moreover, a company that uses Islamic marketing will not only operate for its benefit; Instead, marketers will work to develop, present, and even transform values for the organization's key stakeholders.

This shows that there should not be any contract in Islamic marketing that deviates from the fundamentals of muamalah, whether generating, handing over, or changing value. This is okay as long as it can be ascertained and there are no anomalies in financial affairs.

Sales

Tiris Sudrartono stated that sales are an activity or activity of determining prices until the product reaches the hands of consumers or buyers. According to Kotler, sales is the process by which individuals and groups get what they need and want, create, offer, and exchange products of value with other parties. According to Chairul Marom, sales refers to the business of selling main goods which is usually carried out routinely by the company.

Sales is the process by which the seller fulfills all the demands and desires of the customer to create a situation where both parties i.e. between the seller and the buyer both feel happy and mutually beneficial in the long run. In the business world, sales are also results obtained as payment for services and products offered by the businessman or entrepreneur.

In the Islamic perspective, sales are parts of life that fall under the category of mu'amalah, or the field that deals with horizontal interactions in human existence. Sales operations guarantee the linkage of the two sectors in question, and the Islamic economic system seems to prefer the real sector over the monetary sector. However, not all sales (trading) techniques can be used. Islam forbids dishonest trading and other acts involving deception and inflicting harm on others.

METHOD

This study requires a method to make this research, and the researcher chooses to use qualitative methods. In particular, qualitative research provides an opportunity for researchers to investigate the phenomenon under study in detail to develop a policy for acting or thinking in a certain way. Of course, this is a simple but very helpful stage in the study of marketing. The focus of the study in this study is strategies to increase fashion sales in digital marketing.

The scope of this research is a way to market fashion products from Koaki Medan such as sandals, flat shoes, heels, and so on to the community, both teenagers and adults in the city of Medan. This study also uses an indirect observation method where data collection is not carried out directly at the place of the object of research, but by observing through social media Koaki Medan which sells fashion products such as sandals, flats, heels and so on in the city of Medan. This research also uses previous research related to the research problem needed. This method helps researchers in answering the topic of the problem being studied. This type of research data uses secondary data where data is collected indirectly sourced from books, previous research, or writings related to digital marketing strategies in increasing sales of fashion products.

RESULTS AND DISCUSSION

Sumarwan (2015) stated that marketing is the process of determining customer demand and then creating products or services to facilitate exchanges or transactions between producers and consumers.

Marketing strategy aims to create profitable marketing for all business people or entrepreneurs, especially at Koaki Medan which sells fashion products such as sandals, flats, heels, and so on. Marketing also aims to better introduce a product to all circles of society, give satisfaction to customers, and create its characteristics a product is the main goal of all businessmen or entrepreneurs. To be more widely known by many people, marketing strategies are very feasible to be applied in the sale of products offered.

Koaki is a local brand from Medan that sells fashion products such as sandals, flat shoes, heels, and so on. Koaki does online marketing by utilizing digital and now Koaki is growing and many people know the brand because it has excellent quality for its products. Koaki is very developed, it can be seen where now Koaki has opened many branches in the province such as Kisaran, Binjai, and so on.

Today's digital era is an opportunity for a business to run. There are so many digital technologies that are very easy to introduce products that want to be offered such as fashion products that never die. At this time fashion is no longer a desire but has become a necessity for all circles. Therefore, the local brand from Medan, namely Koaki, has been observed by researchers to be able to find out how to get products to potential customers to utilize digital technology in today's era such as:

Utilizing social media

Due to the rapid advancement of information and communication technology, Koaki Medan can take advantage of opportunities to promote its products. One of them is through platforms like Instagram and TikTok. Where Koaki Medan focuses on the demographics of the younger generation, using Instagram and TikTok are the most appropriate approaches. Today's younger generation is familiar with platforms like Instagram and TikTok, giving businesses or entrepreneurs a means to directly connect with the potential customers they want.

Utilizing digital technology is a profitable thing, especially being good at seeing opportunities like the Koaki brand. Islam strongly supports its people to be advanced and modern, therefore Koaki's actions in marketing using technology are things that are strongly supported by Islam. In the Qur'an Surah Al-Ahzab verse 9 it has been explained that proper language should be used in utilizing social media as it can pave the way for the spread of goodness. To prevent the use of words that can be harmful, society must get used to it use the right terms. In using social brands, Koaki always uses words that can attract customers with polite language and always responds to questions and input for Koaki products.

It can be seen from Koaki's Instagram which has 194 thousand followers where this local brand from Medan has been widely known by many people and many like products from the Koaki brand from sandals, flats, heels, and others. In addition to Instagram, Koaki's TikTok also has many followers totaling 14.8 thousand. That way social media is proven to help sell products from the

Koaki Medan brand and introduce the Koaki brand to the wider community so that they are successful in their marketing strategies.

Leveraging E-commerce

The Koaki Medan brand also uses e-commerce as a digital marketing strategy. E-commerce plays a role in digital marketing strategies to introduce fashion products from the Koaki brand such as sandals, flatshoes, heels, and so on to the intended market through shopee. E-commerce such as shopee is a marketplace in the form of an online market where it can make it easier for business people or entrepreneurs to make sales and easily their products are also known by many people both in the city and outside the city.

It has been proven that Shopee Koaki has sold fashion products such as sandals, flat shoes, and heels on an average of approximately 400 pairs per type of product sold on the Shopee marketplace. That way the strategy used by Koaki is the right strategy by using digital marketing and products from the Koaki brand are easily recognized by the wider community. It can be seen from the difference in sales results when products are only sold in the offline system, products from the Koaki brand are likely familiar only with the environment around offline stores, while by using e-commerce, Koaki brand products are better known by the wider community and add to sales results from previous sales.

By using Koaki e-commerce can also make flexibility in making transactions/payments easily, for example, payments at shopee can be done with Shopeepay and can also be done with the COD system, bank transfers, and so on. That way consumers can make payments with Easy anytime and anywhere with a time limit set by the marketplace itself. This means that consumers can also make a transaction/payment with cash or non-cash. But in this day and age, everything is digital, and a transaction/payment is mostly done by non-cash (transfer).

Islam forbids dishonest trading and other acts involving deception and inflicting harm on others. Koaki makes honest sales as evidenced by the ratings given by consumers on shopee for Koaki, which is mostly a five-star average, and also honest in the authenticity of products where there is no difference between the products in the catalog photos and the original. In the transaction, Koaki also does it in a halal way where there is no usury because of the payment system through transfer and COD.

CONCLUSION

Digital marketing is the practice of using digital technology to provide integrated, meaningful, and measurable communications that increase consumer engagement and help attract and retain customers. Islamic marketing is a strategic business discipline that guides the creation, offering, and modification of value from the initiator to its stakeholders. Marketing strategy aims to create profitable marketing for all business people or entrepreneurs, especially at Koaki Medan which sells fashion products such as sandals, flatshoes, heels, and so on.

In increasing sales, local brands from Medan that produce fashion products such as sandals, flat shoes, and heels under the brand name Koaki are done in two ways, namely by offering products produced such as sandals, flat shoes, heels through social media such as Instagram and TikTok, also through e-commerce such as shopee and proven where Shopee Koaki has sold fashion products such as sandals, Flatshoes, heels on average approximately 400 pairs per type of product sold.

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