

Tie Dye Custom Online Marketing and Business Strategy via Instagram Account @caresyourdye

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ABSTRACT

Marketing and business strategies need to be well prepared, so that they can achieve company goals. The purpose of this study was to determine the marketing and business strategy of Tie Dye Custom Online through the @Caresyourdye account as an online marketing communication medium and to describe the factors that influence customer trust. This research uses the descriptive qualitative method. The theory used in this study is the theory of Integrated Marketing Communication (IMC), namely advertising, marketing and business sales, public relations, personal selling, and direct marketing. The results show that Tie Dye Custom Online's marketing and business strategies through the @Caresyourdye account are very effective. The features that exist in Instagram can be utilized optimally in helping to market Tie Dye Custom Online products, so that people can see, be interested and buy products. Attractive visualizations and complete product descriptions make it easier for visitors to buy products.

Keywords: marketing communication; marketing strategy; Instagram @Caresyourdye; customer trust

INTRODUCTION

The development of the internet in Indonesia currently affects human behavior, one of which is buying, shopping or purchasing services that can be done online to make it easier for consumers in terms of service, effectiveness, security and speed. The advancement of smartphones also supports people to more easily access social media. One of them is Instagram which is one of the social media platforms that has a high number of users, and currently has the seventh most users in the world.

Marketing through social media Instagram is also relatively inexpensive if it is calculated based on the ratio of costs to target reach. Armed with a smartphone video camera and upload a photo or short video to an Instagram account. Not only can you share information on sales products or services through Instagram but also on other major social networks such as Facebook, Twitter and Tumblr because they can be connected from Instagram to these networks.

Researchers are more directing Instagram social media in this study because Instagram is currently booming as a medium that is widely used by business people or companies to market and business the products/services produced. Therefore, Instagram is the focus of social media as a medium for marketing and business in this study, not other social media.

Caresyourdye is one of the Tie Dye t-shirt fashion stores that uses Instagram social media as a marketing and business medium through the @Caresyourdye Instagram account.

Through their Instagram account, when caresyourdye updates about the Tie Dye products they sell, the message will immediately reach people who follow caresyourdye, namely people who like to shop at online shops or online fashion stores. Caresyourdye uses social media Instagram as his priority social media with the reason that Caresyourdye wants to use a form of marketing and business that is more unique and fresher compared to old media such as brochures, posters, newspapers, and others.

This study aims to describe marketing strategies and custom tie dye business online through social media Instagram on the @caresyourdye account. Based on the description of the problem, the author intends to research the @caresyourdye account, because the @caresyourdye account is an online shop that has just started the Tie Dye business and uses Instagram as a marketing and business medium.

According to (Mulyana, 2005) mass communication is communication that uses mass media, whether printed (newspapers, magazines) or electronically (radio, television), which is managed by an institution or people who are spread out in an institutionalized manner, which is shown to a large number of people. people who are scattered in many places, anonymous and heterogeneous. Meanwhile, according to Kotler and Keller (2009) marketing communication is a means by which companies try to inform, persuade, and remind consumers about the products and brands being sold. Meanwhile, according to Sulaksana (2003), marketing communication is the process of disseminating information about the company and what it wants to offer (offering) to the target market.

Its role is very vital considering the role of communication in facilitating mutually beneficial relationships between companies and prospective buyers.

Shimp Terence A (2014), explains that collectively, various means and media of marketing communication are things that are traditionally termed as marketing and business in the marketing mix component. The marketing mix or marketing mix is a combination of variables consisting of 4 P's, namely product, place, price, and promotion.

a. Product

Product is anything that is offered to the market for attention, ownership, use or consumption. Products are goods or services that are produced to be used by consumers to meet needs and provide satisfaction.

b. Price

Price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements.

c. Placement

Placement or also called distribution activities is the activity of delivering the product to the hands of the user or consumer at the right time.

d. Promotion

The company's efforts to influence by seducing potential buyers, through the use of all elements of marketing references.

Integrated marketing communication (IMC) according to Kotler and Keller (2009) is a concept in which a company integrates and coordinates various communication channels to send a clear, consistent, and convincing message regarding the company and its products. Schultz in Diwati & Santoso (2015) said that IMC is the process of developing and implementing various forms of persuasive communication programs with customers and prospects from time to time. The purpose of IMC is to influence or directly influence the behavior of the selected communication audience.

METHOD

In this study the method used is a qualitative method. Qualitative research according to Moleong L.j. (2001) is a research that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, etc., holistically and by means of description. The data analysis technique was carried out during field interviews with research subjects carried out at the time of data collection in the field. The first analysis process is to study all the data collected from different sources, which are the results of observations and interviews. The next process is to reduce the data or make a summary containing the essence of the research and the last process is to check the validity and interpretation of the data. (Bungin, 2003).

RESULTS

The results show that the marketing and business strategies implemented by Caresyourdye can work well by using social media Instagram. Instagram has many features that online shop business people can use. Introduction by taking advantage of features such as instastory and uploading photos or videos. Caresyourdye is always diligent in uploading products and sharing marketing and business activities on instastory and uploading photos on the @caresyourdye Instagram account.

Caresyourdye is an online shop that was founded on June 9, 2020. This online shop utilizes social media Instagram as a marketing medium and sales business.

Caresyourdye is located in the Bekasi area. The goods sold by Caresyourdye are tie dye patterned clothes that can be custom made according to customer requests or can also order clothes that are already available in the existing catalog. By selling tie dye clothes that he is marketing and selling through Instagram, he can spread information about the goods being sold to Instagram users very quickly. Starting from asking for help from friends who have a lot of followers to market the products he sells through the Insta Story feature and also market them through the paid promote feature available on Instagram.

Utilization of Instagram on @caresyourdye as a Marketing Communication Media.

The development of social media Instagram is so rapid and widely used by all groups who are used by the @Caresyourdye account to market their products through Instagram social media. Rangga as the owner of @Caresyourdye compiles a marketing and business strategy that will be used on Instagram social media. Instagram has many benefits for media marketing and business by utilizing the features available on Instagram, such as uploading photos, captions, story highlights, hashtags, instastory, direct messages, explore and IGTV. Of the several features on Instagram, Rangga as the owner of @Caresyourdye uses several features.

Marketing and Business Strategy on @Caresyourdye. Account

In the process of improving marketing and business strategies, by looking at current trending events. Currently, Instagram is the most used media. Instagram was chosen as a marketing medium and product business. Online business is easier to do. In Sarastuti Dian (2017), the nature of the online market is very dynamic and demands fast change, requiring the right reaction and steps so that a product or service can survive and win the competition. In answering the analysis of the problem formulation, namely how the marketing strategy and online business through Instagram social media are used by the @Caresyourdye account owner. interviews and photos related to the @Caresyourdye account.

Integrated Marketing Communication Advertising

Advertising is a message that offers a product that is shown to the public through a medium. Ads can reach a widely dispersed buyer. Advertising can be one of the most cost-effective ways to distribute a message, with the aim of building a brand. (Mufiddah Amalia, 2019), Marketing and business of tie dye caresyourdye products is the first step to attracting potential consumers who like tie dye clothing products. With the advancement of the times and technology, caresyourdye use Instagram as a marketing medium and their business to advertise their products.

Marketing and Sales business

Marketing and sales business are the encouragement of buyers to try or buy a product or service. The company uses marketing and sales business tools such as free shipping coupons, discounts, and occasionally holds games with prizes or what is commonly called give away. It can be concluded that the marketing and sales business carried out by the caresyourdye online shop is carried out by means of an event created by caresyourdye. By holding discounts and free shipping, it can attract consumers to buy tie dye products at the caresyourdye online shop.

Public relations

Public relations are a program designed to market or protect the image of a company or its individual products. Public relations are also a communication effort to build consumer perceptions.

The owner always maintains a relationship with consumers by replying to consumer messages in a fast response via direct messages or through the comments column for posting the caresyourdye account.

Perceived Web Vendor Reputation

Establishing an online shop reputation in the eyes of the public is important. Owner caresyourdye strives to build a reputation by serving consumers in a friendly, kind manner, and prioritizing product quality. The owner always replies to messages from consumers, either from direct messages or through the comment's column on caresyourdye's Instagram posts. According to Rangga as the owner of caresyourdye, product quality is the most important thing to influence customer trust.

Perceived Web Site Quality

Caresyourdye builds a perception of quality through social media Instagram. Instagram was chosen to upload photos of tie dye products. Before uploading photos, the owner always reviews the items he will upload by making an instastory. In the instastory, the owner explains the product details starting from the motifs and pictures he made so that customers can know the product in detail.

CONCLUSION

Based on the research results, marketing and business strategies through Instagram social media on the @caresyourdye account are very appropriate. Instagram is very supportive of marketing and business processes. The photo upload feature, instastory, caption, highlight, hashtag, and direct message are the features needed in marketing and business activities. Caresyourdye is used to post marketed products, instastory is used for marketing and discount businesses, stock updates, product reviews, which will be uploaded and to interact with customers, captions are used to describe products, hashtags are used to make it easier for customers to see the items that candidates are looking for consumers, highlights are used to make it easier for customers to see testimonials, price lists and order formats, and direct messages to communicate with customers directly. Instagram is a social media that can be used in marketing and business, one of which is with features that can help caresyourdye to market their Tie Dye sales products.

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