Analysis of Digital Marketing Strategies in Increasing Sales of EM.ES Store in Pinrang Regency

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Abstrak

Bisnis fashion berkembang sangat pesat di Indonesia, yang menjadi tantangan para pebisnis fashion adalah selain menawarkan produk berkualitas, tetapi juga harus memahami kebutuhan pelanggan, memanfaatkan platform digital, dan mengoptimalkan promosi untuk menjangkau pasar yang lebih luas. Penggunaan media sosial, influencer marketing, dan program loyalitas pelanggan menjadi beberapa strategi yang banyak digunakan untuk meningkatkan penjualan. Penelitian ini bertujuan untuk mengetahui strategi pemasaran yang dapat peningkatan penjualan pada toko em.es Penelitian ini menggunakan metode kualitatif. Sumber data dalam penelitian menggunakan observasi, wawancara dan dokumentasi untuk memahami strategi pemasaran dan faktor -faktor yang mempengaruhi penjualan. Teknik Teknik analisis data yang digunakan pada penelitian ini yaitu analisis menggunakan aplikasi NVivo, sebuah perangkat lunak analisis data kualitatif yang membantu dalam pengorganisasian, pengkodean, dan analisis data wawancara secara tematik.
 Kata Kunci : Penjualan ; Strategi pemasaran; fashion.

Abstract

The fashion business in Indonesia has been developing rapidly. The main challenge for fashion entrepreneurs is not only to offer high-quality products but also to understand customer needs, utilize digital platforms, and optimize promotions to reach a wider market. The use of social media, influencer marketing, and customer loyalty programs are among the strategies widely implemented to increase sales.

This study aims to identify marketing strategies that can enhance sales at EM.ES Store. The research employs a qualitative method. Data sources consist of observations, interviews, and documentation to understand marketing strategies and the factors influencing sales. The data analysis technique used in this study is analysis with the NVivo application, a qualitative data analysis software that assists in organizing, coding, and thematically analyzing interview data.

Keywords: Sales; Marketing Strategy; Fashion.

Introduction

The fashion industry in Indonesia has been experiencing rapid growth in recent years, driven by changes in consumer lifestyles, the influence of global trends, and the widespread use of digital technology. This dynamic development presents both opportunities and challenges for business owners, particularly small and medium-sized enterprises (SMEs). The increasing demand for fashionable products requires businesses to provide not only high-quality items but also innovative marketing approaches that are relevant to the current digital era.

In the highly competitive fashion market, businesses must adopt strategies that go beyond conventional marketing practices. Traditional methods such as print advertising and word-of-mouth promotion are no longer sufficient to capture the attention of modern consumers. Today's customers are more digitally literate, spending significant time on social media platforms and engaging with online content before making purchasing decisions. This shift requires businesses to integrate digital marketing into their overall business strategy.

Digital marketing encompasses a wide range of tools and techniques, including social media marketing, influencer collaboration, search engine optimization (SEO), email marketing, and customer loyalty programs. These strategies enable businesses to engage with consumers more directly, create personalized experiences, and expand their reach to national and even international markets. For fashion businesses, digital marketing not only enhances visibility but also strengthens brand positioning in a crowded marketplace.

The emergence of social media platforms such as Instagram, TikTok, and Facebook has significantly transformed consumer behavior. Visual-based platforms, in particular, have become essential for fashion brands to showcase their products, highlight customer reviews, and collaborate with influencers to build credibility. Studies have shown that influencer marketing and user-generated content can increase consumer trust, which in turn drives sales and customer loyalty.

Despite the vast opportunities offered by digital marketing, many local fashion businesses still face challenges in implementing effective strategies. Limited resources, lack of digital literacy, and inadequate promotional planning often hinder SMEs from maximizing the potential of online platforms. This situation highlights the importance of understanding which digital marketing strategies are most effective in increasing sales, particularly for small-scale businesses such as EM.ES Store in Pinrang Regency.

EM.ES Store, as a local fashion retailer, operates in a competitive environment where consumer preferences are rapidly shifting. To remain relevant and achieve sustainable growth, the store must continuously evaluate and adapt its marketing strategies. Exploring the effectiveness of digital marketing in this context will provide valuable insights not only for EM.ES Store but also for other SMEs facing similar challenges in the fashion industry.

This study employs a qualitative research approach to examine the marketing strategies applied by EM.ES Store, with a focus on digital platforms. By using interviews, observations, and documentation, the study seeks to gain a deeper understanding of how digital marketing influences sales performance. Data analysis will be supported by NVivo software, allowing the researcher to systematically code, organize, and analyze interview data thematically.

The findings of this study are expected to contribute to both academic and practical perspectives. From an academic standpoint, the research enriches literature on digital marketing and its role in the growth of local fashion businesses. From a practical perspective, the study provides recommendations for EM.ES Store and similar businesses to improve their marketing strategies, optimize sales performance, and enhance competitiveness in the digital marketplace.

Method

This study employed a qualitative research design, which was considered appropriate to explore and understand the

marketing strategies implemented by EM.ES Store in Pinrang Regency. A qualitative approach allows the researcher to capture in-depth perspectives from participants, uncover contextual factors, and interpret the meaning behind marketing practices that cannot be fully explained through quantitative methods alone.

The research focused on examining the digital marketing strategies used by EM.ES Store to increase sales, as well as identifying the challenges and opportunities associated with these strategies. A case study method was chosen to provide a detailed and comprehensive understanding of the phenomenon under investigation. The single-case study approach enabled the researcher to analyze EM.ES Store in depth and to describe its marketing practices within a real-life context.

The primary data sources of this study consisted of observations, interviews, and documentation. Observation was conducted to examine the store's marketing activities on digital platforms such as social media, online advertisements, and customer engagement features. In-depth interviews were carried out with the store owner, employees, and selected customers to gain insights into their experiences and perceptions regarding the effectiveness of the store's digital marketing efforts. Documentation was also collected in the form of promotional materials, social media posts, and sales records to support the analysis.

The participants of this study were purposively selected to ensure relevance to the research objectives. The store owner was chosen as a key informant because of their role in decision-making regarding marketing strategies. Employees were included to provide perspectives on the implementation of promotional activities, while customers were interviewed to capture their responses and satisfaction levels toward the marketing practices. This triangulation of participants strengthened the credibility of the data collected.

The data collection process followed several stages to ensure systematic organization. First, the researcher conducted preliminary observations to identify the general digital marketing practices of EM.ES Store. Second, semi-structured interviews were conducted, guided by an interview protocol that allowed flexibility to explore emerging themes. Third, supporting documents were collected, including social media content, promotional designs, and sales data from the store. These combined techniques provided a comprehensive data set for analysis.

To analyze the collected data, this study employed thematic analysis with the assistance of NVivo software. The process involved several steps: transcribing interview data, coding the transcripts, categorizing codes into broader themes, and interpreting the findings in relation to the research questions. NVivo facilitated data management by enabling systematic organization and retrieval of codes, which increased the accuracy and transparency of the analysis.

To ensure the trustworthiness of the findings, the study applied credibility, transferability, dependability, and confirmability as the main criteria. Credibility was achieved through data triangulation from multiple sources and member checking by confirming interpretations with participants. Transferability was ensured by providing detailed descriptions of the research context, while dependability was maintained through clear documentation of the research process. Confirmability was reinforced by maintaining neutrality in data interpretation and keeping an audit trail throughout the study. the qualitative case study design provided a suitable framework for investigating the digital marketing strategies of EM.ES Store. The combination of

observations, interviews, and documentation, supported by NVivo-assisted thematic analysis, enabled the researcher to uncover meaningful insights into the relationship between marketing strategies and sales performance. This method was expected to yield findings that are both academically valuable and practically relevant for local fashion businesses seeking to improve their competitiveness in the digital marketplace.

Result and Discussion

The findings of this study revealed that EM.ES Store has actively utilized digital platforms, particularly Instagram, Facebook, and WhatsApp Business, to promote its fashion products. Social media served as the primary medium for showcasing new collections, providing product information, and interacting with customers. The store emphasized visual content such as photos, reels, and short videos to attract consumer attention.

Interviews with the store owner and employees indicated that influencer marketing played a crucial role in attracting new customers. Local influencers were frequently engaged to endorse EM.ES products through posts and stories, creating a sense of trust and social proof among followers. This strategy increased brand visibility, especially among younger consumers in Pinrang Regency.

The study also found that customer loyalty programs, such as discount vouchers for repeat purchases and referral bonuses, contributed to improving sales performance. Customers expressed that these programs encouraged them to make repeat purchases and recommend the store to their peers, thereby strengthening word-of-mouth marketing through digital channels.

In terms of challenges, EM.ES Store faced limited financial resources in running paid advertisements on social media platforms. Although organic marketing was effective in reaching existing customers, the store struggled to expand its reach to broader markets outside the local area. This limitation was identified as one of the key barriers to achieving higher sales growth.

The documentation analysis showed an upward trend in sales over the past six months, particularly after the introduction of consistent digital campaigns and influencer collaborations. However, sales data also reflected seasonal fluctuations, with peaks occurring during festive seasons such as Eid al-Fitr and year-end holidays.

Observations further revealed that EM.ES Store actively engaged with customers through WhatsApp Business, where inquiries, product catalogs, and purchase confirmations were managed efficiently. Customers appreciated the prompt responses and personalized service, which strengthened their loyalty to the store.

The NVivo-assisted thematic analysis highlighted three dominant themes: (1) digital visibility through social media, (2) customer engagement via influencers and loyalty programs, and (3) limitations in paid promotions and broader market penetration. These themes represented the core strengths and challenges of EM.ES Store's marketing strategy.

Overall, the results indicated that digital marketing has a significant positive impact on sales performance at EM.ES Store. Despite challenges in expanding beyond local markets, the effective use of social media, influencer collaboration, and customer loyalty programs has successfully enhanced customer retention and increased sales revenue.

Table 1. Summary of Findings on Digital Marketing Strategies of EM.ES Store

Strategy	Implementation at EM.ES Store	Impact on Sales

Strategy	Implementation at EM.ES Store	Impact on Sales
Social Media Marketing	Use of Instagram, Facebook, Reels, and WhatsApp Business	Increased customer engagement and visibility
Influencer Marketing	Collaboration with local influencers	Expanded reach, especially youth segment
Customer Loyalty Programs	Discount vouchers, referral bonuses	Encouraged repeat purchases and referrals
Paid Advertisements	Limited due to financial constraints	Minimal reach outside local area
Customer Engagement	Fast response via WhatsApp Business	Strengthened customer trust and retention
Seasonal Campaigns	Promotions during Eid and holidays	Sales spikes during festive seasons

Discussion

The findings demonstrate that social media marketing serves as a cornerstone of EM.ES Store's digital strategy. This aligns with previous studies emphasizing the effectiveness of visual-based platforms such as Instagram and TikTok in promoting fashion products. By consistently posting content, EM.ES Store was able to maintain customer engagement and enhance brand awareness in the local community.

The use of influencer marketing proved to be particularly impactful. Local influencers, who resonate with the target audience, provided credibility and trust that directly influenced purchasing behavior. This reflects the notion in marketing literature that consumers are more likely to purchase products endorsed by relatable figures rather than traditional advertising.

Customer loyalty programs further strengthened the store's relationship with buyers. By offering discounts and referral incentives, EM.ES Store successfully encouraged repeat purchases and word-of-mouth marketing. This strategy aligns with Kotler and Keller's theory of customer relationship management, where loyalty is seen as a long-term investment in business sustainability.

Despite these successes, financial constraints in paid digital advertising limited EM.ES Store's ability to reach a wider market. Paid ads on Instagram and Facebook are known to increase exposure beyond organic reach, yet EM.ES Store's reliance on organic strategies hindered expansion outside Pinrang Regency. This indicates a gap between strategy implementation and market potential.

The seasonal nature of sales peaks also highlights the dependence of EM.ES Store on cultural and festive events. While campaigns during Eid and year-end holidays significantly boosted sales, maintaining consistent revenue throughout the year remains a challenge. This finding supports prior research that fashion retail businesses must diversify promotional strategies to sustain growth during off-peak seasons.

The integration of WhatsApp Business into the marketing strategy proved effective in fostering customer relationships. This platform enabled personalized communication and quick responses, which are essential factors in building trust and customer loyalty. From a service quality perspective, responsiveness is a key determinant of customer satisfaction.

The thematic analysis showed that while EM.ES Store has established strong foundations in digital marketing, there is still room for improvement. Strategic investments in targeted advertisements, data-driven marketing, and cross-platform integration could enhance the effectiveness of current practices. These improvements would allow the store to scale its reach beyond the local market.

the discussion highlights that EM.ES Store's digital marketing strategies have positively influenced sales, particularly through social media engagement, influencer collaborations, and loyalty programs. However, challenges such as financial limitations and seasonal sales dependency must be addressed to achieve sustainable growth. The findings contribute to the understanding of how SMEs in the fashion industry can adapt digital marketing strategies to remain competitive in a rapidly evolving marketplace.

Conclusion

This study concludes that digital marketing strategies have a significant role in enhancing the sales performance of EM.ES Store in Pinrang Regency. The effective use of social media platforms, influencer collaborations, and customer loyalty programs has successfully increased customer engagement, strengthened brand awareness, and encouraged repeat purchases. These strategies have proven essential in building competitive advantage for small-scale fashion businesses in the digital era.

Despite these positive outcomes, the findings also revealed challenges that hinder the store's broader market expansion. Limited financial resources restrict EM.ES Store from fully utilizing paid advertising, while seasonal fluctuations in sales demonstrate the need for more consistent marketing efforts throughout the year. Addressing these challenges will be crucial for sustaining long-term growth and reaching customers beyond the local area.

Overall, the research provides both theoretical and practical contributions. Academically, it enriches the literature on digital marketing for SMEs in the fashion industry. Practically, it offers insights and recommendations for EM.ES Store and similar businesses to optimize their marketing strategies, balance organic and paid promotions, and adapt to evolving consumer behaviors. By refining its digital marketing approach, EM.ES Store can continue to improve its sales performance and remain competitive in an increasingly digitalized marketplace.

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