



Marketing Strategy of Kedai Karya Online Shop to Increase Sales

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ARTICLE INFORMATION

ABSTRACT

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This research aims to determine the marketing strategy of Kedai Karya Online Shop in increasing sales and to know the factors that influence the fluctuation of sales turnover in Kedai Karya Online Shop. Informants of this research is the owner of Kedai Karya Online Shop. Sources of data collected from interviews, documentation, and observation. Data analysis techniques using interactive analysis techniques include data reduction, data presentation, and conclusions. The results show that Kedai Karya Online Shop use e-marketing strategy that is product strategy, price, communication, and distribution. Factors that influence an increase in sales turnover are seasonal factors, innovation factors, and use of paid advertising. Then the factors that affect the decline in sales turnover is the lack of promotion.

Keywords: marketing strategy, online shop, sales.

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INTRODUCTION

Building relationships with customers through online can increase sales extensively and do not require expensive marketing costs. Customers will be easier to find information about the products they want to buy because they do not need to be face to face directly. In addition to low cost, time to shop anytime, and no limit location of the market so that customers are able to choose broadly, obtain information and compare prices offered by the seller. With this phenomenon, the business people who used to use or market their products through real or conventional media stores are now starting to switch to using the internet as a marketing strategy. APJII version of statistics states that the number of internet users in Indonesia in 2016 is 132.7 million users or about 51.5% of the total population of Indonesia amounted to 256.2 million. And the most Internet users in Java with a total user 86.33935 million users, or about 65% of the total use of the internet (www.apjii.or.id). Of course these data and facts are especially encouraging to the entrepreneurs or online shop owners because they get a wide market scope without constrained geographical conditions.

Marketing using the internet as a promotional strategy increases aggressively, thus beginning to replace the use of traditional advertising media such as radio, television or magazines. This phenomenon can be seen from the many uses of social media, especially facebook and twitter as a marketing medium by business actors either small scale business or large scale. If the online shop initially only uses banner ads, then at this time the internet provides a variety of ads that can be offered through social networking sites, websites, and others. The business people prefer to do promotion on the internet because the cost is much cheaper and more efficient than other promotional media. Consumers will also find it easier to find information about the products they want to buy because they do not need to meet in person.

Seeing the number of internet users in Indonesia and the number of access to social media through smartphones can be a good business opportunity for entrepreneurs. One of which is the Kedai Karya Online Shop engaged in creative and craft industry present to add e-business list in Indonesia. Kedai Karya Online Shop serves the making and ordering of handicraft and souvenir

items such as flannel envelopes, baby knitting shoes, finger puppets, professional dolls, wedding dowries, hair clips, cactus-succulent-euforbia flowers, graduation dolls, and flannel flower bouquet. Kedai Karya Online Shop was founded by Indartha Mei Putra, an honorary teacher at UPT State Elementary School Karanganyar Pasuruan.

However, Kedai Karya Online Shop is not enough just to depend on information systems and technology to achieve excellence and maintain its entrepreneurial position among its competitors, therefore Kedai Karya Online Shop must be supported by a good and appropriate marketing strategy. With marketing strategy planning, the focus of e-marketing becomes fulfilled that will support all business functions that exist in this Online Shop, so that business goals and objectives can be achieved.

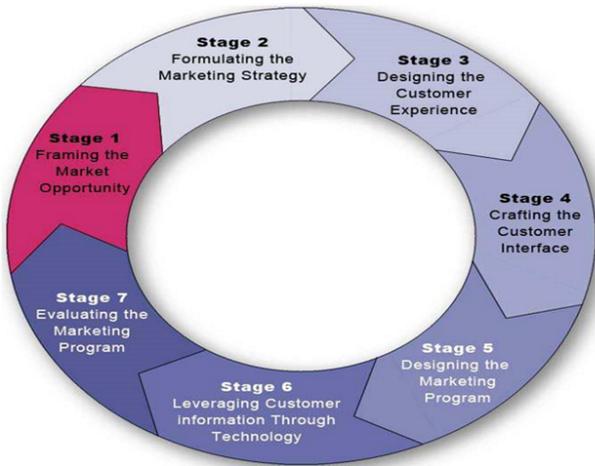
LITERATURE STUDY

E-Marketing

According to Mohammed et al. (2003, p.4), internet marketing is a process for building and maintaining customer relationships through online activities as a means of exchanging opinions, products, and services so as to achieve mutual goals of both parties. Based on the opinion of Mohammed et al. (2003, p.96-97) the influence of internet marketing on corporate marketing strategy there are 4 ways:

1. Increased segmentation
2. Develop strategies faster in cycle time
3. Increased accountability of marketing efforts
4. Improved integration of marketing strategy with business operational strategy

The integration of corporate marketing strategy and internet marketing strategy will improve business strategy and operational strategy. The e-marketing program includes a process. According to Mohammed et al. (2003, p.8-18), suggests seven stages of internet marketing cycles which include:



Source: Mohammed et al., (2003, p.9)

Figure 1. Seven Stage of the Internet Marketing Cycle

Stage 1. Framing the Market Opportunity

The first stage in internet marketing is framing market opportunities and collect data from online and offline systems to create opportunity assessment. At this stage there are six parts of a simple methodology to evaluate and establish market opportunities, including:

Step 1: Identify opportunities in the new or existing value system.

According to Mohammed et al. (2003, p.36), the first step in framing business opportunities is to broadly identify where new companies will participate. The goal is to declare what is inside and beyond the business model's consideration. A business is built on separate individual and organizational activities that work together to create and deliver benefits to customers through products and services.

Step 2: Identify unfulfilled needs

According to Mohammed et al. (2003, p.41-44), creating new value is based on better consumer needs. Customers may move to another company's product or service if the company is unable to meet its needs and communicate its value effectively to the customer. The customer decision mapping process is a managed framework to help managers systematically see unfulfilled customer needs.

Step 3: Identify the target segmentation

According to Mohammed et al. (2003, p.46-49), firms need to know attractive consumers who will be pursued, experience required by

consumers, provide an attractive offer for customers, know the limitations that must be passed by companies to be able to invite consumers to participate in the offer. Segmentation is a process in grouping customers based on their similarities. The purpose of market segmentation is to identify combinations and market variables that will generate an actionable and meaningful customer segmentation. The actionable segmentation is a segmentation that must be consistent how companies can go public, should be measurable and depicted. Meaningful segmentation is a segment that should be able to explain the cause of customer behavior in a specific way.

Step 4: Introduce opportunities based on company resources for profit

According to Mohammed et al. (2003, p.57-58), the resource system is a set of separate individual and organizational activities and assets, if put together will create capabilities for the organization. This capability allows the company to serve customer needs. The resources that companies can provide are grouped into three types:

1. Customer-Facing

These resources include brand names, trained sales force, and various distribution channels.

2. Internal

These resources are related to the company's internal operations that include technology, product development, economies of scale, and experienced staff.

3. Upstream

These resources relate to the company's relationships with its suppliers.

Step 5: Assess the Competitive, Technological and Financial Opportunities.

According to Mohammed et al. (2003 p60-66), there are several factors that can be used to determine the characteristics and opportunities scales: intensity of competition, customer dynamics, technological vulnerability, microeconomics.

Step 6: Make a "Go/No Go" Rating

This stage determines whether the company will make a decision. Go / No-Go from the analysis results into the implementation phase by making e-marketing applications, or do not need to continue because it does not meet the requirements or benchmarks of the analysis of several factors.

Benchmarks that companies use in determining Go/No-Go to implement e-marketing applications among others:

- a) competitive vulnerability
- b) technical vulnerability
- c) magnitude of unmet need
- d) interaction between segments
- e) likely rate of growth
- f) technological vulnerability
- g) market size
- h) level of profitability

Stage 2. Formulating the Marketing Strategy

A key concept in marketing strategy according to Mohammed et al. (2003, p.90-92), traditionally marketing strategy includes segmentation, targeting and positioning. This strategy is then supported by marketing programs involving marketing-mix decisions that include price, product, promotion and distribution.

Stage 3. Designing the Customer Experience

Customer experience is a targeted perception and interpretation of the consumer on all the designs experienced when interacting with the company (Mohammed et al., 2003, p.130). Companies must understand what kind of customer experience needs to be generated to meet market opportunities. The experience should be correlated with the company's marketing and positioning strategy. The customer experience is usually defined as the interpretation of the site's full user meeting, from the initial view on the homepage to the purchasing experience, including decisions such as whether to create a shopping cart. According to Mohammed et al. (2003, p.134-142), in designing the customer experience, there are three stages to be considered, including: functionality, intimacy, evangelism.

In this final stage, customers become evangelist customers who spread and promote products or brands to other users. In this final stage, the customer becomes a reporter. Customers will internalize their experience so they can not wait to share stories with friends, relatives, and acquaintances.

Stage 4. Crafting the Customer Interface

According to Mohammed et al. (2003, p.161-190), the interface is a virtual representation

of the selection of a company's proposition. The Internet has changed the exchange place of the marketplace (such as face-to-face interaction) into marketspace (such as screen-to-face interactions). The main difference between the nature of exchange relationships is now mediated by the technology interface. With the movement of people-mediated interfaces into technology-mediated, there are a number of interface design considerations faced.

Stage 5. Designing the Marketing Program

After going through stages one through four, the company should have had a clear strategic direction. The company has decided based on specific market segments and positions. At the 5th stage it will design a set of marketing actions to move the target customers from awareness into a commitment (Mohammed et al., 2003, p.10).

Relationship can be defined as a binder or connection between the company and its customers. Four stages of customer relationship are as follows:

Awareness

The stage where the customer has basic information, knowledge or views about the company or product offered by the company but has not started communication with the company. Consumers reach this stage through various sources such as word of mouth, traditional marketing such as advertising on television, and online marketing such as banner ads.

Exploration

The stage in which customers and companies begin to make communications and actions that allow an evaluation of whether the continuation of the relationship will go further or not to the deeper part.

Commitment

This stage involves a responsibility to the product or company. When the customer is committed to the website, then the customer will be loyal to the website such as doing customization in the website.

Dissolution

This stage occurs when one or both parties breaks off the relationship. Not all customers are valuable to the company. Companies must segment their customers that they consider the most valuable and less important customers.

Internet marketing mix has six classes of lever (product, pricing, communication, community, distribution, and branding) that can be used to create awareness, exploration, and expected commitment to the company's offerings.

Stage 6. Leveraging Customer Information Through Technology

According to Mohammed et al. (2003, p.627), in a customer-focused environment, companies must be able to act on the following three key decisions:

- a) Choose a target market with a strategic (Market Research).
- b) Learn more about customers and equipment strategies that will be used in getting targeted customers (Database).
- c) Assess long-term benefits from customers and retain core customer (Customer Relationship Management).

Stage 7. Evaluating the Marketing Program

At this stage the evaluation of the overall marketing program to determine whether a marketing program has reached the target. To determine the results of its marketing, the company can use the metric parameter to measure the success of the internet marketing program is compatible with the objectives of the company (Mohammed et al., 2003, p.18). This stage uses the marketing metrics framework consisting of financial metrics, customer-based metrics, and implementation metrics.

RESEARCH METHODOLOGY

Sampling technique in this research using non probability sampling technique that is purposive sampling. According to Sugiyono (2016, p.218) purposive sampling is a technique of sampling data sources with certain considerations. An example of a particular consideration is that the person who is deemed to know best about what to expect, or perhaps he as the ruler will make it easier for researchers to explore the object in the perusal. The sample in this research is named as the source that is the owner of Kedai Karya Online Shop. Data collection techniques in this study is to use semi-structured interviews, documentation, observation, and triangulation of data.

Researchers use interview guidelines to focus the interviews still within the scope of the study. In addition to obtaining more in-depth and more open information and to facilitate researchers in drawing conclusions, researchers also conducted interviews outside the interview guidelines but still within the scope of the study. The results of this interview in the form of conversation notes and then poured into transkrip interview results to simplify the process of data processing. In this research interviews are conducted directly, meet at home online shop owner or via SMS short message, Whatsapp, and BBM with the owner of the Online Shop.

In this study, researchers conducted a straightforward and disguised observation. Researchers make observations of some activities of Online Shop Shop owner about the marketing strategy applied. In searching the data, the researchers collect records, transcripts, photos, monthly income reports and transactions via the internet (facebook, instagram, shoppe, tokopedia).

Collecting techniques with triangulation by collecting data that also test the credibility of the data, which checks the credibility of data with various techniques of data collection and various data sources. The data obtained from interviews, observation, documentation can be linked with the e-marketing experts theory that occurred in Kedai Karya Online Shop. This is to ensure data certainty as well as test the credibility of the data being studied. The data obtained by researchers then analyzed using interactive analysis techniques and lasted continuously until completely, so that the data is saturated. Miles and Huberman (in Sugiyono, 2016, p.246). The analysis steps can be explained in three steps: data reduction, data display (presentation of data), conclusion and verification.

RESULT AND DISCUSSION

Kedai Karya Online Shop every month has increased in the number of buyers. This can be seen in Figure 2 on the graphs of buyers of Kedai Karya Online Shop starting from October 2016 until December 2017. Factors that lead to an increase in the number of buyers are Online Shop owners continue to innovate, the emergence of new products are sold, online shop owners also often make the situation so that buyers continue to come to Kedai Karya Online Shop either in social media

Facebook, Instagram, as well as on Tokopedia e-commerce site, Shoppe.



Figure 2. Graph of Buyer Amount Kedai Karya Online Shop

The second factor is in Eid Al-Fitr, Christmas, and Lunar times the number of flannel character envelope orders increases. The third factor is cactus plants are interested buyers with the number of orders coming to Kedai Karya Online Shop. This can be proven by the income statement in July 2017 to December 2017 there is always a Cactus plant order. The number of buyers in Kedai Karya Online Shop also affects the Gross Income per month. This can be seen in Figure 3 on the Gross Revenue Chart of Kedai Karya Online Shop starting from October 2016 to December 2017. In June 2017, October 2017 and December 2017 gross income increased significantly.

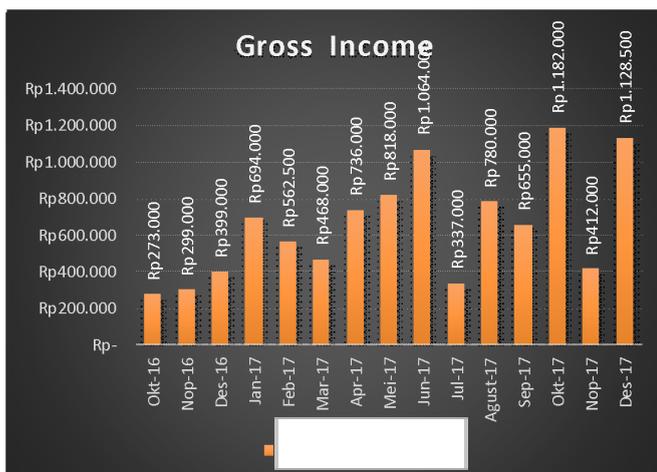


Figure 3. Gross Revenue Chart of Kedai Karya Online Shop

Sales of flannel character envelopes in Eid Al-Fitr season become dominant in revenue in June 2017. Because of 11 buyers, 10 of them are buyers of flannel character envelope for Eid Al-Fitr. In October 2017 the sale of cactus plants became dominant because of 21 buyers, 18 of them are buyers of cactus plants. Cactus plants in the previous 3 months were also dominant, after the beginning in July 2017 promoted and immediately get interested. In December 2017 there is a diversity of buyer interest which causes gross income to increase. In December also entered the Christmas season which means the order of flannel krakter envelope for Christmas is also there. Birthday flag or can be called bunting flag also plays a role in the increase in income that month.

Marketing strategy of Kedai Karya Online Shop through Facebook social media account (www.facebook.com/Kedai_Karya_Collection) and Instagram (www.instagram.com/kedai_karya_collection). The marketing flow is the same in both social media, from entering the site to user, fanpage, then marketing its product with free promo or paid advertisement. Kedai Karya Online Shop in advertising only uses ads on Facebook (FB Ads) that are integrated and connected with Instagram. So the owner of the Online Shop simply advertise on Facebook that automatically the ad can be seen in Instagram Account Kedai Karya Online Shop. Paying ad coverage depends on the ad settings itself. So in this advertising setting Online Shop owners must be meticulous and thorough. For example if you want to advertise the product of baby knitting shoes, setting the ad choose the category of women aged 20 years to 40 years. If you want to advertise cactus plants in the city of Malang, then setting the ad to choose the category of Malang City region.

Product marketing strategy Kedai Karya Online Shop is on Tokopedia e-commerce web (www.tokopedia.com/mybross) and Shoppe (www.shopee.co.id/kedaikarya). The marketing flow starts from signing in to their account, being a user, logging in to the seller, then selecting the product that you want to market with a free promo or paid advertisement. For paid advertisements both in Tokopedia (Top Ads) and in Shoppe (My Ads), the promotion of Kedai Karya Online Shop product ads always appears top. There is a difference in product promotion between

Tokopedia and Shopee if using free promotion (free promo). With free promo in Tokopedia, ad campaign every 1 hour for 1 product. For Shopee with free promo, ad campaign every 4 hours for maximum 5 product.

Marketing Strategy Analysis of Kedai Karya Online Shop to Increase Sales

The role of marketing strategy is very important in an effort to increase sales. Kedai Karya Online Shop uses e-marketing strategy to increase its sales every month. By marketing its products through Facebook and Instagram social networking, Tokopedia and Shopee e-commerce gained a broad market reach, obtaining the required information, comparing offers from many Online Shops so that sellers can compete in price and marketing strategy because the internet does not limit the extent of reach marketing. There are 5 stages of Kedai Karya Online Shop in its marketing strategy such as:

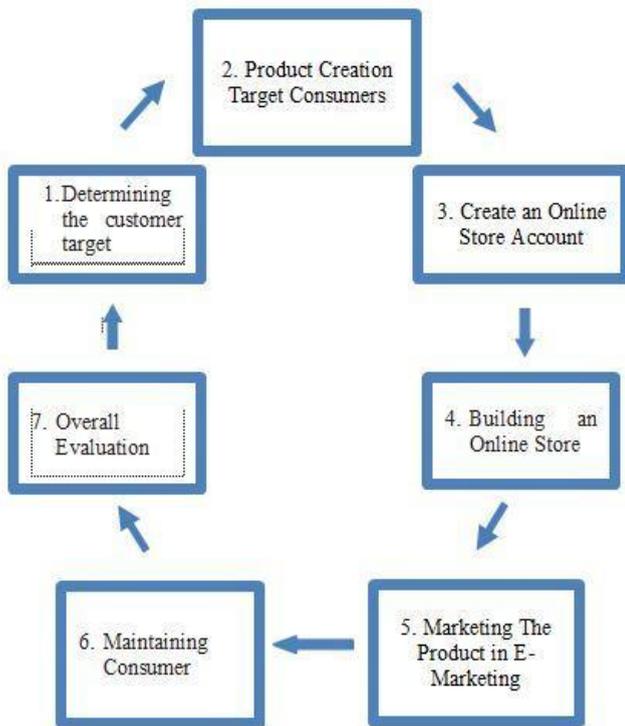


Figure 4. E-Marketing Strategy Cycle Kedai Karya Online Shop

1. Determining the customer target

The first stage in marketing strategy is to determine the target consumers because this is the first step in marketing the product, it requires careful thought, must be careful, forecasting the opportunity consumers receive the product. By

looking at the background of Kedai Karya Online Shop in determining the target consumers, the first step is to make some test products to be marketed. Products are made in such a way that it is expected to be acceptable to consumers. Then market some test products, and formed a picture of consumer groupings that will become the next marketing target.

Type of segmentation in the Kedai Karya Online Shop there are three kinds in grouping consumers. The three types are demographic, event, and psychographic segmentation. psikografis:

- a) The type of demographic segmentation is to divide the consumer by age, sex, income, education. Examples of products based on the type of demographic segmentation are bross, hairpin, bouquet of the target female consumer. Baby knitting shoes, finger puppets, character head apps for small children and mothers. Graduation dolls, professional dolls, bouquets of flowers for students, college students, and working people.
- b) Type of event segmentation is the type of consumer division based on the situation that causes consumers to buy products for the needs of the situation. Examples of products are flannel character envelopes that will increase sales during the Eid, Christmas, and Lunar New Year. Also Bunting flags suitable for birthday events.
- c) Psychographic segmentation type is a type of consumer division based on lifestyle and personality. An example is the cactus plant. This plant is unique, simple, easy to care for and also luxurious. This plant is expected to be a mainstay in increasing sales every month. Also plants that fit the hot and minimal areas of this land are expected to be the lifestyle of urban society. Because in addition to unnecessary large land to plant it, also looks attractive and also luxurious if placed in the living room, study table, and in the fish pond.

2. Product Creation Target Consumers

The second stage is the manufacture of the product. This is related to the consumer's taste of the product. By looking at market segmentation in consumer grouping, it is necessary accuracy in the selection of raw materials, creative and innovative in the manufacture of products.

In the selection of raw materials to consider is quality raw materials, environmentally friendly, smooth and soft, and inexpensive to minimize costs in accordance with economic principles that minimize the cost of raw materials and maximize yield. Baby knitwear and flannel floral character envelopes are examples of products that use environmentally friendly raw materials, smooth cloth and soft yarn for choosing quality materials and cheap price.

In making the necessary product is creative and innovative. It relates to its human resources. Creative in choosing colors and combining the ornaments so that the product can attract consumers. Innovative in the manufacture of new products so that prospective consumers are given a large selection of products sold.

3. Create an Online Shop Account

After product creation, the next step is to create an Online Shop account on a social media or e-commerce web account. The thing to note is to register with the original personal data, including the name of the shopkeeper, e-mail address, phone number, date of birth, and others. Signing up with original personal data is intended for the security of the store owner's account. Often users of social media and e-commerce accounts lose access to their accounts because the data they provide when creating these accounts is not genuine data, so when problems occur the account owner can not prove ownership of the account.

4. Building an Online Shop

The next step after having a personal account is to build stores virtually. In the conventional market interaction relationships occur in the face of the marketplace (face to face), then in the virtual marketing interaction relationships occur in the face of market space (screen to face). Things to consider in building an Online Shop is the context and content of content in it.

Context in this case is the start page or store homepage should be able to attract potential buyers to see the store. Required page aesthetics include an attractive graphical display, unique store name, logo color selection, and shop motto. The content dimension is the content of the store including product album or product storefront, product description starting from product image upload, price, size, delivery service selection.

5. Marketing The Product in E-Marketing

After having an Online Shop account and building an Online Shop interface, a very decisive step to get consumers interested in buying a product or at least a potential consumer interested in viewing the Online Shop's homepage is a product marketing strategy. At this stage it takes a series of marketing actions to move potential customers into consumers. Or who initially just browsed the Online Shop homepage to be a product buyer even a regular customer.

Implementation of marketing strategy using the reference of e-marketing mix at Kedai Karya Online Shop very influential to increase of sales result every month. Although the reference for e-marketing mix for community and branding has not been able to be utilized properly because this store is still new, but the reference of e-marketing mix for product, pricing, communication, and distribution positively influences the sales increase of Kedai Karya Online Shop.

The marketing strategy for the product sold is after the product is finished, the next step is to make the product image to be marketed. In this case it takes tools like a good camera to create images, background selection, proper lighting. But honesty is very important to do because the seller does not meet directly with the buyer, then the products displayed on the store's homepage must be in accordance with the original product.

The pricing strategy affects consumer interest in buying the product and the amount of product purchased by consumers. And indirectly pricing strategy also influences on business competition in the business world. In this case it is necessary to understand the nature of consumers in general in buying the product. Cheap price with good quality, get the wholesale price for a certain amount of purchase, as well as the cheapest product prices from some other stores are points that are very liked by consumers. Therefore it is necessary to plan very well to implement this pricing strategy.

Communication strategy is a strategy to inform consumers about the product, sale and purchase transactions, and business. Things to note is to provide information about product specifications clearly, quickly responsive in communicating when buying and selling transactions, as well as to understand in depth and maximally utilize subordinate facilities from market space in promoting their products either in social media or

e-commerce. For example by maximizing the facilities of advertising also needs to be done in order to increase sales. Advertising facilities that are not free require that owners need to do good planning in the price of selected ads and advertising goals. This needs to be done to minimize the cost of mungkin with maximum results.

Distribution strategy in marketing is the ultimate goal of marketing because it deals with the product until the buyer's hand or not. This can increase customer satisfaction or may not be satisfied. So what needs to be done is how so that products that have been purchased consumers can be received on time. Community strategy in marketing is a way to expand marketing space. By forming a community or following a pre-existing community, a broader market will be acquired so that marketing goals will be more diverse. Branding strategy related to product patent name, store image, and consumer impression. The function of branding is to be the differentiator with its competitors, and make it easier to promote the product because it has its own appeal to consumers. Branding can build store image by giving first impression to society. Image can also be built by providing product quality assurance and promotion. The market will also be controlled by a strong brand if its store or company image continues to increase with age and an increasingly mature shop experience.

6. Maintaining Consumer

There are several ways to retain consumers among them are as follows:

- a) Respon rapid response in communicating with consumers

Quick response to communicate with consumers can make consumers become comfortable so that consumers become regular customers. Not only fast response in transactions, but also quickly provide information if the product is finished, and immediately contact the consumer in case of constraints in the delivery service.

- b) Goods according to consumer demand

Honesty in this case is crucial because it can increase consumer confidence.

- c) Packing neatly

Good packing can increase consumer satisfaction in obtaining the desired goods.

Besides it increases consumer interest to buy again in the future.

- d) *Always update the consumer receipt number*

The number of receipts obtained from the delivery service is often asked by the buyer, then the seller must first inform the receipt number before the buyer checks. This will increase the trust and satisfaction of consumers to Online Shops.

7. Overall Evaluation

An overall evaluation is needed for the survival of Online Shops. The overall evaluation includes evaluating from the achievement of the target marketing, product manufacturing, product marketing, sales promotion, consumer transactions, delivery of goods, and customer satisfaction in receiving the goods. By evaluating the whole, the seller can make improvements in case of obstacles ranging from the determination of the target consumers to the goods received by consumers, so the constraints are not repeated again.

CONCLUSION

Based on the objectives and research results, it can be concluded as follows:

1. Kedai Karya Online Shop in its online marketing chose Facebook, Instagram, Tokopedia, and Shopee. The web address is as follows:

a) www.facebook.com/KedaiKaryaCollection

b) www.instagram.com/kedaikaryacollection,

c) www.tokopedia.com/mybross, dan

d) www.shopee.co.id/kedaikarya.

2. The e-marketing strategy implemented by Kedai Karya Online Shop is product strategy, price, communication, and distribution. Product strategy includes selection of quality materials, environmentally friendly, inexpensive, and product images displayed on the store's homepage must match the original. Pricing strategy by providing wholesale price to the consumer if the purchase of products in large quantities. Communications strategies include providing information as clearly as possible about the product, responding quickly, and using facilities such as paid advertising with the maximum. Kedai Karya Online Shop

distribution strategy is to pursue timely in making the product so that the product can be sent as soon as possible to the buyer. Factors that influence the rise in sales turnover are seasonal factors, innovation factors, and the use of paid advertising. Factors that affect the decline in sales turnover is the lack of promotion.

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