

Marketing Strategy for New Brand Fashion: A Case Study of VAMODE Fashion Business

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Abstract

Lately, we have seen many young people are happy in the world of fashion. Fashion trends from Asian countries to America are very popular in Indonesia. Incidentally we, as the owner of the Vamode clothing line, also really like this trend of clothing that is currently popular, therefore we started a business in the fashion sector. You could say, that is one of the motivations for us to continue the fashion trends that exist in Indonesia and of course adapt them to the existing culture. Because we love the latest fashion trends, we realize that finding clothes that are on-trend and comfortable to wear is difficult. On-trend clothes tend to be sold at high prices for premium quality or sold at low prices but the quality of the materials used is poor. Therefore, we pioneered Vamode as a clothing line because we wanted our customers to find it easy to choose on-trend clothes that were comfortable to use but at a relatively low price. The marketing strategy that we will use to promote our business is to rely on the power of social media. With technology that is already sophisticated today, millennials can see fashion changes in the world easily and of course, they will be tempted to follow the existing fashion. With this situation, we realize that the target market that fits the products is millennials who love to keep up with fashion changes. This business is not easy to develop, we also experience some limitations such as difficulty finding a reseller who sells clothes according to our wishes. Therefore, we agreed to sell clothes by relying on tailors and convection so that the results are in accordance with our wishes and of course satisfactory. Another limitation that we experience is the difficulty of introducing our business to people because our business is purely started from scratch. But this limitation is not our limit in starting this business, we take advantage of social media ads so we hope our business can be known by many people.

Keywords

Clothing line, fashion trends, clothes, millennials

1. Introduction

The business environment is the overall value of individuals, institutions, or other forces that come from outside the company's control, but companies can still depend on them because they are already able to affect company performance and company sustainability. While the creative business environment is a company's strength that is able to build the individuals in it to start thinking and working creatively. Businesses that arise from creative ideas and are

matured with a more complete business plan have a greater chance of success. The business environment will certainly change with the times. The business environment a few decades ago had a very significant difference with the business environment today. In ancient times, there was no currency that could be used as a medium of exchange, but they implemented a barter system. As the times progressed, the human mind became more and more creative so that they could create currency for transactions. With the existence of very sophisticated technology, the existing currency can even be used to buy tools and materials to make the necessary goods. There are several factors that make the business environment change, namely technology that is getting more sophisticated every day which makes consumer tastes also change, plus more and more suppliers or competitors make the business environment unable to stay. Business owners must really understand the business environment so that they are ready for changes and are able to innovate their products according to the times.

It is undeniable that problems will continue to arise, even though business people have sufficiently understood and followed the changing business environment. For example, business problems in Indonesia in the field of fashion. The fashion business in Indonesia has recently become the most profitable business, because fashion is one of the primary human needs, but if you look deeper, this industry is actually difficult to run, because as we know Indonesia is a diverse country where there are many differences between individuals. Therefore, everyone certainly has a different view of how to dress. At first the fashion trend entered Indonesia, the types of clothing offered tended to imitate western styles, so this trend was once highly criticized because it was not in accordance with the existing culture in Indonesia. Therefore, the fashion business must understand these conditions and problems so that fashion businessmen must be able to create clothes that have a positive outlook so that everyone can like them. In this modern era, businesses are greatly helped by the sophistication of social media technology. The fashion industry in Indonesia is growing along with the ease with which people access the internet. Because of this, fashion designers/businessmen are required to be able to think more creatively in designing clothes which of course must be in accordance with the existing cultural conditions. This fashion business is not easy to do. There are several business issues in this area that you should be aware of:

1. Like building a business in other fields, the fashion business also starts by making a clear and detailed plan. At this stage, business people usually start to get confused about what to do.
 2. New businessmen who have minimal capital must of course look for suppliers as suppliers of supplies. Here, the businessman must determine which supplier is suitable and has a price that is in accordance with the capacity of the businessman.
 3. Knowing the market segmentation where good quality clothing is marketed at a price that is quite expensive so that the product must be marketed to the upper middle class so that the product can be sold quickly.
- Of the three obstacles mentioned above, the author experiences all three gradually because it is very natural for new businessmen to experience these kinds of obstacles. Another common problem that the author must really pay attention to is the process of introducing the product to the outside community. Marketing strategy planning should not be arbitrary just to get the maximum profit, but the strategy made must be able to have an impact on future business development. In addition, the author must also really understand the suitable target market so that later there will be no target market mistakes that will have a fatal impact on the business. Even though the goods/services offered look suitable for all walks of life, it would be better if business people research more deeply about the market specifications needed so that later they can be used as a reference for the target market.

The product marketing process makes writers have to really understand the strategy business which will be implemented in order to increase product sales stably so that the business being undertaken is able to compete with competitors. Especially when juxtaposed with this increasingly sophisticated world, people tend to always follow trends because they certainly want to look good in front of people. One way people can make it happen is by showing them how to dress. As we know, clothing is one of the primary needs that serves to protect our bodies from feeling cold or warm. But that fact seems to have disappeared with the times, especially when foreign fashions have started to enter Indonesia and the function of clothing seems to be forgotten by people who tend to measure social strata from the way they dress. But it's a shame they don't know that on-trend clothes can also be found at cheap prices. Therefore, the author takes advantage of this condition to find consumers who measure human social strata based on the way they dress where they themselves will always dress on-trend so as not to be out of date. With this, consumers will like the products offered because they are on-trend and comfortable to use. The author also really likes fashion that is on-trend among the people but the author realizes that finding comfortable fashions to use is very difficult. Therefore, the author challenges himself to be able to start an on-trend fashion business that is comfortable to use.

1.1 Objectives

The purpose of this paper is to find out how important marketing is in a business. In addition, this research was made to find out the problems that occur in the author's business so that by doing the existing stages, the author can conclude what are the problems that hinder business development. With it, business people can find a way to solve it

2. Literature Review

Creativepreneurship is a combination of two words and is a derived term from entrepreneurship. Creative means creativity and Entrepreneurship means entrepreneurship. Creativepreneurship is creating a product or service that starts from creative ideas and then always uses innovations that are in accordance with the times. Creativepreneurs always think of an idea that is out of the box. According to Marketing mentor Ilise Benun, a creativepreneur is someone who starts or sells a business using creative ideas, usually in the form of art or design as the main benchmark. The analogy is like an artist who wants to produce a painting on a blank canvas. In this era of industrial revolution 4.0, being a creativepreneur is not as easy as imagined. Apart from having to be able to fight existing competitors, other things that hinder a creativepreneur are ideas and innovation. A creativepreneurship is required to be able to start a business filled with creative and innovative ideas so that the business will not only develop in one period but will continue to run as expected. But expectations are not as easy as reality, the ideas obtained must have a concept in order to be developed properly. Coupled with the current reality where the COVID-19 pandemic has run rampant on our earth, which has resulted in limited space for business people and the nature of people who are reluctant to spend their money on products that are not primary needs, making almost all businesses experience a decline in income. However, apart from being a threat, it also becomes an opportunity for creative people. Creative people take advantage of this condition so that they are able to survive and make great profits because they can take advantage of the situation. The reason why creativepreneurs are needed is because the times are getting faster and faster so that creativity seems to be the key to everything, therefore if we don't have creativity, we will be left far behind compared to other creative people. A creativepreneurship must also have good qualities such as being responsible, honest, agile and not giving up easily so that they are able to start a good and right business.

Marketing is an effort to introduce products to customers. These efforts are carried out with several activities ranging from promotion, distribution, sales to product development strategies. Marketing plays a big role in business development; therefore, the success of a business really depends on how successful marketing is. It can be said that no matter how important and useful the products/services are, if the marketing techniques used from the start are wrong, then the business will be nothing. This marketing technique generally applies in entrepreneurial companies, marketing that is designed in such a way is to create good brand awareness in the eyes of the community. With this awareness of brand awareness, it means that customers can recognize and understand what the purpose of the product or service is being marketed. The common ways that entrepreneurial companies use in developing their business are by using social media platforms, advertisements such as on radio, tv, and other electronic media as well as at various events. Platforms like this have a huge impact on the brand awareness of a business. As we know, in addition to realizing good brand awareness, marketing is also useful for increasing sales volume and getting the benefits commensurate. Before marketing is carried out, business people must be able to make marketing strategies in an organized and detailed manner, so that later when it is realized, businesses are no longer confused about how to market it. Marketing strategy can be prepared by conducting research in advance on consumer needs. This process will add value to a product or service compared to just creating something that is only liked but not useful. If the marketing used is appropriate and can attract consumers, consumers will slowly help the marketing process of this business by spreading word of mouth. This is a bonus that businesses get from good marketing effects and also this method has a huge impact on business people. Likewise, people's first impression of a business is a goal of marketing. Therefore, the role of marketing is not only to develop the business financially but also to build marketing communication with the community. This is needed by business people in order to establish good relationships between companies and the community as well as customers.

We all know that consumers are one of the most important elements in business. In addition to making a profit and developing the company, marketing strategies are also created to provide maximum service to consumers because consumers are also a determinant of the success of a product or service. The more consumer interest in the goods or services offered, the higher the sales figures that can be achieved by business people. Therefore, consumers greatly affect the success of a business. The attractiveness of consumers is very dependent on the marketing strategies created by business people. If the strategy made is very detailed and affects consumers, then a company will directly get customer retention. This customer retention is a good relationship between companies and consumers in order to

maintain the purchasing power of customers. One way that consumers can be loyal to our business is to use a planned and organized marketing strategy. Not only that, the marketing strategy created must be able to benefit both parties so that they can both feel satisfied. Business people must make customers feel comfortable when interacting with them, make customers feel heard and try to realize what customers want. With this, the relationship between the company and its customers will be maintained and consumers will also feel cared for. Professional business people in business must be able to accept criticism and suggestions given by consumers, this will help business people in perfecting the products or services they offer so that later they will be in accordance with the wishes of consumers. In this 4.0 revolution era, technologies are very sophisticated so that marketing strategies like this can be realized by interacting on social media. When compared to the past, today's technology makes it very easy for business people to market the products and services they offer. In addition, the coverage generated by social media is also much wider than promotions carried out using human labor such as SPG, etc. This greatly contributes to the development of the business.

In starting an offline or online business, of course, the first thing to think about carefully is marketing techniques or commonly called STP marketing strategies, namely Segmenting, Targeting and Positioning. A marketing strategy is useful so that sales run as they should because a marketing strategy is useful for improving the image or image of the company. The first stage in the STP process is segmenting, which is the process of categorizing and classifying products. This process plays an important role because it allows companies to better differentiate which ones should be prioritized first so that the company can determine the target market according to the products or services offered. In addition, segmentation is also the key to defeating competitors because going through the segmentation process means that we see the market with a unique and different perspective from our competitors. The next stage is targeting, which means deciding which market will be the target of our business. In determining this, a survey is needed so that companies can get to know more about the market in order to minimize mistakes in the future. Some criteria that need to be considered when determining the target market are as follows, the company must determine that the targeted market has good prospects in the future so that it can generate profits for the company. The last stage is positioning, which is how the company should try to make the company's brand eye-catching so that consumers can easily know the difference between our products and competitors' products.

A buyer persona is a character that appears when we imagine the ideal buyer of our product. Determining the buyer persona makes the company more familiar with the target market. But determining the buyer persona is also not as easy as you think, companies need market research data and insights that can be obtained from conducting surveys, interviews and so on. Several elements are needed in determining the buyer persona such as age, gender and occupation. The company also needs to determine a negative persona that is the opposite of the company's buyer persona, with the aim that the company's product target audience can be more specific because with a negative persona we indirectly exclude people who are not in accordance with the company's target market.

The marketing mix is a strategy consisting of several things that are arranged to structure the marketing process. The marketing mix is also known as the variable used to generate the desired response from the target market. Basically the marketing mix is used to achieve the desired sales target. The marketing mix initially consisted of only the 4Ps known to the public by Neil Borden. But over time and the expansion of marketing that occurs in the world, this marketing mix is expanded into 7Ps, namely Product, Price, Place, Promotion, People, Process, Physical Evidence. The first concept is Product.

A product is an item or service that can be sold to the public. Products offered to consumers can be in the form of services, services, goods, and others. Products that will be sold or used must be useful and can solve problems that exist in the community so that these products can be a solution for the community.

Price is the price offered by the company for the goods or services they provide. The price offered by the company must of course be comparable to the goods or services provided so that consumers will feel satisfied and feel commensurate with what they get.

Place is a place where business people can market their products. This place is very influential on the success of a business, because it determines the reach that can be covered by customers so it is not surprising that many business people choose business in big cities over other cities. The place here is also not in a place on earth, but online platforms, including places to market products.

-Promotion is a promotional strategy to introduce products to the public. Just as explained above, promotion is the most important part in business because with promotion, customers can feel heard and prioritized.

-Humans are Human Resources that exist and are influential in the company. Good and quality human resources will be sought after by large companies. With optimal human resource performance, the competition in the business world will be tougher and require business people to be more creative.

The process is a stage that is passed between business people and consumers. In realizing a quality company, unlike patience, consistency, and continuity must be maintained in order to develop and maintain the good image of the company.

-Packaging is packaging that is used to give an attractive impression to consumers. Attractive packaging concepts can make customers feel satisfied with the products that have been purchased because basically humans tend to like the visual aspect.

In starting a new business, of course, we need marketing to be known by the outside community. Therefore, companies need IMC or Integrated Marketing Communication Strategy, where strategy means a method so that a business has the same message when delivered through several marketing media. This strategy is becoming one of the concepts that is increasingly accepted in the marketing world because it can be easily carried out both online and offline, but after further analysis this strategy has been used for a long time. Why do companies need this IMC Strategy in marketing? This is because IMC conveys messages consistently so that consumers and potential customers are not confused by different product explanations. IMC also allows companies to increase brand awareness well because it helps build a company image which of course can be utilized on several advertising platforms. IMC also minimizes advertisements being ignored by the public because the product introduction is short, concise but clear. Some steps that must be considered to achieve maximum results in using this strategy are analyzing the advantages and disadvantages, then determining the point of the problem and finding a suitable middle ground. Don't forget to also prepare budgets because there are so many things to consider and of course it is hoped that the agreed budget will be effective and appropriate. The last step that must be considered next is to evaluate the effectiveness of the company's performance and tactics that have been taken in accordance with the marketing strategy. Several types of Integrated Marketing Communication are advertising promotions, which is one of the promotional techniques carried out by soft selling, namely the introduction of products to consumers indirectly. In addition, promotion through direct selling is included in the hard selling category because sales are made directly such as displaying products in several supermarkets or malls. There are also types of promotions through events or events where it means that a brand is introduced to the public at music concerts, bands and other events. This type is a type of soft selling because it is promoted subtly, usually like being a sponsor or choosing a figure to be the brand ambassador. By applying IMC, in addition to the company being able to strengthen the message to be conveyed, the company will have clearer goals so that it is hoped that in the future the company can develop as it should.

3. Methods

In Latin, data is one of the plural forms of the word datum which means something given. Therefore, data has the meaning as records or data statements that are collected, the data should not be made arbitrarily because it must be collected actually in accordance with the facts. Data can also have meaning as. The following is a result of research or observation of a variable whose form can be in the form of words and numbers. In today's modern era, many people use data for many purposes, such as research on a variable, analysis of sales or purchases and also population. After getting the data that suits the needs, this data will be processed become clear and reliable information so that it is easily understood by all person. Data has many functions because it is considered capable of providing useful information reliable, one of its functions is as an evaluation material. Why? From the data that collected, of course, will find problems to be faced, data helps solve problems and find the right policies for problem solving that. Data can also be used as a reference in the implementation of an activity. Data divided into several types, namely data based on its nature, data based on obtain it and also data based on the source. Here we will discuss one by one.

1. Data by nature

is data that is calculated based on its nature, namely Qualitative and Quantitative. Data Qualitative data is data obtained from various ways such as questionnaires, interviews, and observations. The results of the data obtained from qualitative data are descriptive. On the other hand, quantitative data is data obtained from surveys so the result is a

number. This quantitative data is more objective compared to qualitative data so that in general people will be much easier read the results of quantitative data rather than qualitative.

2. Data based on how to get it

Is data obtained based on how to obtain it, namely by using two way namely Primary and Secondary. Primary data is data obtained by directly from the object of research. The results of primary data can be in the form of survey results, interviews and questionnaires. While secondary data is data that obtained from other existing data. In this way, researchers do not need to collect data directly from the object.

3. Data by source

is data obtained from the source directly which is divided into 2, namely External and Internal. External data is data obtained from people outside the scope of the organization/company. Like society, and others. While the data Internal is data obtained from the person concerned in the room scope of an organization/company. Like employees, and others.

In collecting data related to the author's business, the author uses the method quantitative research in the form of a questionnaire. The author arranges questions based on the dimension of product quality which is this dimension explain about a product value. This questionnaire was distributed to find out what consumer likes and dislikes. In addition, this questionnaire also useful as a platform for consumer feedback on the author's business. From result questionnaires distributed, the authors get a total of 50 respondents. After to get the results, the data is processed quantitatively which can also be interpreted statistically in the form of a circle graph that shows numbers in the form of percent. After the graph is obtained, the author then processes the data into in a Cartesian diagram to distinguish the levels of the problem. With the existence of these differences, the author is able to find out the main problem must be made a priority to be considered first.

4. Data Collection

The Table 1 displays the data collected based on average importance and average performance

Table 1. Data collected based on Avg Importance & Avg Performance

Dimension of Product Quality	Question	Average Importance	Average Performance
Performance	Are the products sold comfortable to use?	4.1	3.9
Features	Are the stitches on the clothes neat and satisfying to consumers?	3.8	3.8
Features	Are the colors offered in accordance with the everyday style of consumers?	3.9	3.8
Reability	Is this product in line with the current trend?	3.9	3.8
Conformance	Are the products sold in this online shop relevant to the daily lifestyle of consumers?	3.9	3.7
Durability	Is the usability of the product classified as durable?	3.9	3.6
Serviceability	Is the estimated delivery of the package in accordance with the information given?	3.9	3.6
Aesthetic	Is the packaging or packaging used attractive and neat?	3.9	2.7
Perceived Quality	After receiving the package, will consumers consider buying products from the same online shop?	3.6	2.2

5. Results and Discussion

Before getting numerical results, it is better to understand in advance what method will be used in this calculation. Numerical methods are methods that solve problems using a mathematical system which means using arithmetic operations such as addition, multiplication, subtraction, and division operations. Why is this method important? The main reason this method is used is because some problems cannot or are complicated to solve using analytical methods. This numerical method is generally used to, firstly, solve computational problems by utilizing the sophistication of computers and other systems. With the help of computers, problems around calculations will become more efficient. Second, this method is also used to get to know more about all types and characteristics of computers such as certain algorithms. Third, this method facilitates troubleshooting through existing computer systems. This depends on a person's proficiency in solving problems and applying computer systems. If someone is proficient then he will more easily solve the problem

The advantage of using this method in problem solving is that if you use this method, the solution to the problem will always be obtained. Because it utilizes the sophistication of computers, of course, it will get easier in the calculation process so that the results obtained will of course be made with real values. In addition, the calculation results that have been obtained can be simulated because the results given are real and in accordance with the actual facts. But of course this method also has weaknesses, one of the biggest weaknesses of this method is that the results obtained are uncertain so that this method displays close results. Then if this method is done manually without any computer assistance, then the process will take a long time because the method is more complicated than other methods.

In research on the business that the author is running, the author uses the IPA (Importance Performance Analysis) method. The IPA method is a calculation method introduced by Martilla and James in 1977. The IPA method is generally used to measure the level of customer satisfaction with the company. With this Importance Performance Analysis / IPA, companies can find out in detail what really affects customer satisfaction, what consumers like and what must be improved so as not to lose customer loyalty.

Here, the writer attaches the questions that affect some of these factors which are arranged based on the Dimension of Product Quality.

1. Performance: Is the product being sold comfortable to use?
2. Features: Are the stitches on the clothes neat and satisfying to consumers?
3. Features : Are the colors offered in accordance with the consumer's daily style?
4. Reliability: Is this product in accordance with the current trend?
5. Conformance: Are the products sold in this online shop relevant to the daily lifestyle of consumers?
6. Durability: Is the usability of the product classified as durable?
7. Serviceability: Does the estimated delivery of the package match the information given?
8. Aesthetics: Is the packaging or packaging used attractive and neat?
9. Perceived Quality: After receiving the package, will consumers consider buying products from the same online shop?

The conclusion that the writer can draw from this numerical calculation is that the writer knows what problems should be the main priority to be solved. These problems are that the products sold are less relevant to the daily lifestyle of consumers, the usability of products that are classified as less durable, delivery estimates that are not accurate and the packaging or packaging used is less attractive and neat. Furthermore, the solution that the author has obtained will be described in the graphical results section.

The second method of presenting data is graphical results. Graphical result is a technique in which the form of the solution is displayed in the form of a graph that is presented in accordance with the results of data collection that has previously been obtained. Before getting perfect results, calculations are needed to find common ground on each of the axes, namely the x-axis and y-axis, where the position of the x-axis is in the horizontal section and the position of the y-axis is in the vertical section so that it can easily find out the comparison. between the different axes. This graphical results method is widely trusted because it is considered capable of using graphical displays in cases of solving problems, finding solutions and making decisions.

In researching the author's business, the first graph used by the author in processing the questionnaires that have been distributed is a Cartesian diagram. Before displaying the results of the diagram, the author will explain what a

Cartesian diagram is and the results that have been obtained. A Cartesian diagram is a diagram with x and y axes where these axes have different groups so that it creates a relationship between the two axes which will be shown in the following diagram. point coordinates. Cartesian diagram is divided into several quadrants as a separator of performance levels.

Quadrant 1 is the top left. Quadrant 1 is considered a top priority that the author must explore for the improvement and smooth running of the writer's business in the future. It can also be said that this quadrant is an important statement for the respondents. Quadrant 2 in the Cartesian diagram is on the top right. This quadrant is declared as a defense of achievement, so all the coordinates that enter into this quadrant 2 are all performance or interests that the author must maintain in doing business. Quadrant 3 is located at the bottom left which is declared as low priority. The coordinate points that fall into quadrant 3 are considered less important and their performance and importance are considered less special for the respondents. Next, the last one is quadrant 4, this quadrant is located at the bottom right. These coordinate points are generally considered excessive by respondents or consumers so that the points included in them do not affect customer satisfaction at all.

After further research, the authors found the reason why this could happen. The author realizes that minimal capital makes it difficult for the author to provide many models so that consumers are less satisfied with the available models. In addition, the author's business is still young and is still unknown to many people, making it difficult for the author to adapt to the existing circumstances. On the same side, this is also due to the author's mistake, who initially took global samples so that the clothes sold were not in accordance with the intended target market. Furthermore, the delay in sending the package cannot be fully blamed on the author because usually delays occur because the expedition is late and the delivery schedule is not in accordance with the stated provisions. From the author's side as a business owner, the author really strives for consumer goods to arrive at the right time. But the author also adjusts the conditions such as during the holiday season, the delay in packages like this is very understandable by customers because of overloaded expeditions. Therefore, the author also understands the problem of delays like this. Another question that must be prioritized is the problem of packaging that is less attractive and has no element to its aesthetics. To send packages to customers who order, the author packs the clothes into poly mailer plastics so that often the form of packages that arrive to consumers is wrinkled or wrinkled. This unattractive packaging problem is also due to the author's minimal capital, so the author must fulfill all his needs with minimal capital. But knowing this, the author will immediately improve the performance of all the main priorities listed above.

While quadrant 2 is the questions that are on the right side of the top where it means that the author must maintain the performance and interests that have been implemented in the author's business. The questions that enter quadrant 2 are as follows:

- P1 or the first question, is the product being sold comfortable to use?
- P2 or the second question, are the stitches on the clothes neat and satisfying to consumers?
- P3 or the third question, namely, Are the colors offered in accordance with the everyday style of consumers?
- P4 or the fourth question, namely, Is this product in accordance with the current trend?

In contrast to quadrant 1, after quadrant 2 was analyzed the authors got results that showed the quality of the products offered, including the stitches in the author's products, were very good, so they had to be maintained. In addition, the colors offered are also very satisfying to consumers because they are in accordance with ongoing trends.

Quadrant 3 are questions that are on the lower left side, which means that this question is included in low priority because its presence is considered less important. Questions that fall into quadrant 3 are P9, namely, After receiving the package, will consumers consider buying products from the same online shop? Judging from the results of quadrant 1, the author can already know that the performance of the author's business is still considered less than optimal so that consumers who have already bought will think again and again to buy clothes at the author's online shop. The author will deal with these problems wisely so that in the future it is hoped that the author's business will run as it should.

6. Conclusion

In all businesses that will be pioneered or those that have already been initiated, marketing techniques are needed as an early stage so that the business can be better known by the public. Why? because marketing is useful for introducing products to the public such as promotion, distribution and product development. But before marketing a product, it's

a good idea for businesses to understand in advance who the target market will be when doing the marketing stage. To determine the target market, business people must analyze the market to get to know more about the types of consumers that exist. It is undeniable that running a business is not easy in the sense that it will be full of twists and turns when it is run, therefore business people must have a clear and structured vision and mission. When the business is run, problems will often occur, as well as the business run by the author. After going through several important stages such as market analysis, creating customer value and finding a target market, the author is now at the marketing stage. With a deeper analysis using the methods above, the author can find out what are the problems in business so that in the future the author will solve them wisely.

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