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ANALYSIS OF MARKETING STRATEGY AND SUPPORTING FACTORS FOR INCREASING ONLINE SALES (ON MARKETPLACE: SHOPEE) MEN'S & WOMEN'S CLOTHING PRODUCTS BRAND SEYES

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Abstract: The purpose of this research is to use the marketplace as a product sales medium for entrepreneurs of Seyes brand t-shirts for men and women in the Shopee Marketplace, how to find obstacles and strategies to increase product sales in each marketplace according to the promo style (features) owned by the marketplace. Shopee, looking for factors from t-shirt products or fashion trends that can be used as a support for increasing sales in E-business (Shopee Marketplace), to find weaknesses and advantages of selling in the marketplace that can be used as material for evaluating global company sales (offline or online). In the research method, it has been explained that the researcher uses a qualitative approach. General strategy and explanation of strategic direction: Total score of strengths: 3.90, Total score of weakness: - 2, Total score of opportunity: 3.25, Total score of threats: - 1.20. Based on this score, the determination of the company's position can be drawn as a Swot Brand Seyes matrix described in the quadrant graph, Quadrant I with an area of 12.7 Matrix Rank I shows the priority of the Growth strategy, Quadrant III with an area of 2.4 Matrix Rank 2 shows the priority Combination , Quadrant II with an area of the Matrix – 6.5 Rank 3 shows the priority of the Stability strategy, Quadrant IV with an area of the Matrix -4.68 Rank 4 shows the priority of the Downsizing Strategy. The results show that Brand Seyes' position is in quadrant I (Strong Competition) and to support this, the following general strategies can be used: expanding the sales network, strengthening promotions and advertising by maximizing the features provided by the shopee marketplace which has a wide reach, especially on social media and advertising. in other digital media, more innovative in the development of product style and design, improve services and strengthen brand image so that consumers feel comfortable and will be sure to be loyal.

Keywords: Marketing Strategy, Supporting Factors for Increasing Online Sales (in the shopee marketplace) Men's Clothing Products, Women's Brand Seyes.

INTRODUCTION

Analysis is an attempt to observe in detail a thing or object by describing its constituent components or constituents for further study (Kothler Phillips, 1998). The initial thought that underlies this study is that online sales are increasing and currently almost beat offline sales, but most of the sellers do not understand the correct online sales techniques. Many sellers feel that online business is very promising, they just haven't got the right strategy. in managing their online sales, selling through the marketplace can be a golden opportunity for people who can read the future potential, because electronic commerce is expected to continue to increase and grow. Strategy is very important for companies where strategy is a way to achieve the goals of a company. According to Swastha strategy is a series of grand plans that describe how a company must operate to achieve goals (Nurahmi Hayani, 2012).

Business activity is an activity carried out with the aim of obtaining results in the form of profits or operating profits. Every company will try to provide the best service to all its customers and determine the right strategy that will have an impact on the progress of a company with tactics and strategies that must be aligned with the needs and desires of consumers. This is very important because a good understanding of the needs, wants and

demands of consumers will provide important input for designing the right marketing strategy (Kotler and Armstrong, 2001: 8).

We need to know that the development of business on the internet is now faster than 4 years ago. Where it has been discussed in the Kompas newspaper (Friday, June 17, 2011) describes that many businesses from abroad are interested in entering Indonesia, but they are still figuring out the rules of the game. Bank Indonesia, which wants to protect the rupiah exchange rate, for example, only allows transactions using rupiah so that the security of online transactions is safer. Business innovations on the internet will continue to emerge, overcoming the constraints of the weak fixed internet network, the scattered islands in the archipelago and the limited number of payment card owners. As a virtual space (online) and as a market, Indonesia's social media volume is very large, growing and active. Although most of its users use social media and the internet to socialize, this media also mobilizes solidarity and citizen movements. The pattern of daily life is gradually The fields of business, trade, banking, insurance, tourism, education and various other fields have adopted the internet so as to support the creation of e-Business, e-Commerce, e-Marketing, e-Education systems, and so on. These changes will of course continue with the rapid development of the internet in Indonesia.

Marketplace is a place for buying and selling products where sellers and consumers meet in one place. Sellers will sell their goods in stalls that have been provided by e-commerce with the concept of a marketplace. The goods sold in the marketplace will then be advertised by the e-commerce party to get potential consumers. The success of e-commerce with this marketplace concept is determined by the large number of sellers and consumers who join the e-commerce website. E-commerce is the distribution, purchase, sale, marketing of goods and services through electronic systems, by means of electronic fund transfers (Suyanto , 2003: 10).

Online shopping is now a modern lifestyle, because from it there are many conveniences, and online shopping is also one of the evidences of the development of communication technology, the ease of shopping through the internet which greatly facilitates users in shopping, looking for products without having to travel far which takes time. also other costs in terms of cost and also financial. Various marketing methods applied by the company include internet marketing which aims to make it easier for consumers to determine and interact freely through a media. In line with the development of the internet, a new understanding of the marketing paradigm emerged in the form of a modern market or consumer-oriented marketing concept or a marketing revolution in the form of an electronic marketplace (Arnott and Bridgewater, 2002; Bakos, 1999; Chaffey et. al., 2000; Eid and Trueman, 2002). 2002).

In this study, we will describe the marketing strategy & factors that can increase sales in the Shopee market place.

Shopee first started as a customer marketplace for customers (C2C) but has shifted to a hybrid model of C2C and Business for Customers (B2C) since launching Shopee Mall which is an online store platform for distribution of well-known brands. Shopee partners with more than 70 courier service providers across its markets to provide logistics support for its users. (Tech in Asia, connecting Asia's Startup ecosystem, accessed 2018-11-22, in Wikipedia).

Shopee is one of the most successful e-commerce sites in Indonesia. This company was introduced to Indonesia in 2015. It started with Singapore.

That means, this is the fifth year this marketplace has developed in our country. Interestingly, in this fifth year, the total downloads of this platform's application on the Play Store have reached more than 50 million. This number can be a sign that the number of users in this marketplace continues to grow every day. Either they are only buyers or they are all sellers.

It is Chris Feng, the figure behind Shopee's success. The man who became CEO is the best graduate from the University of Singapore who has also led Lazada and Zalora. Currently

Shopee is managed by Garena Group which has changed its name to SEA Group and was founded by Forrest Li in 2009.

The concept presented by this platform is as a mobile-centric market. That is, users can explore products, shop, and sell anytime and anywhere. Not only that, this marketplace also completes its features with very accessible payment options.

Therefore, it is not surprising that this platform is very popular with housewives who like something practical. You can shop and pay directly in one place.

Researchers chose to focus on how to increase sales in the Shopee marketplace because they found indications that some stores that sell their products on the Shopee marketplace have product quality that is unsatisfactory or does not match what is written in the product description. This can be seen from the post-purchase assessment by consumers so that some prospective Shopee consumers must pay attention to the ratings of the products sold before making a purchase. Given the increasing number of consumers who shop through online shops or marketplaces, the quality of the products being traded is very important to note because consumers cannot see and hold directly the products they are going to buy, so that later consumers will not feel disappointed when the product has been received.

The point that greatly influences online sales, especially the shopee marketplace, is product quality, so the next point will be discussed
regarding the price. If the quality of the product is related to the suitability of the product offered and the product sold by the seller, then the price is the value that must be paid to get a product.

Price is one of the factors that can influence a person to make a purchase decision, as is the case with research conducted by Fredy Wijaya which states that price has a significant effect on purchasing decisions. Thus, researchers choose price as the second independent variable. After product quality and price, researchers choose promotion as the second independent variable. the third independent variable. Because, based on the news written by Suara.com, the Shopee marketplace managed to record the best sales record of 5.8 million transactions within 24 hours. 10 Of the various existing marketplaces, Shopee is one of the most well-known marketplaces in Indonesia. often hold promotions every month, so that many potential consumers use and shop to get interesting promos from Shopee.

Through e-commerce all formalities commonly used in conventional transactions are reduced, in addition to of course consumers of goods and services more freely without being limited by regional boundaries (Mansyur and Gultom, 2005).

Currently, Indonesia is booming with the presence of online stores in the form of an online market (marketplace). This market place is a gathering place for sellers and buyers on a website. It can be said that in one website there are many business actors who sell goods or services online where consumers can easily choose.

One type of marketplace that is quite well known in Indonesia today is Shopee. Shopee which is the youngest marketplace after Tokopedia and Lazada, which have managed to shake up the e-commerce world in a short time, was founded in 2015 led by Chris Feng as well as founder and CEO, he himself is the best graduate at the University of Singapore. Shopee also partners with more than 70 courier service providers throughout its market to provide logistical support for its users. Shopee also collaborates with various local logistics services, as well as online transportation service providers.

In this case, the author chose the Shopee application to be a forum for finding information related to buying and selling agreements carried out by the parties in the Shopee application for various reasons. First, Shopee is the top e-commerce in Indonesia in 2020 with a total of 97.7 million visits. Since recording the first positive case of Covid-19 in Indonesia in March, the number of visits to the Shopee site has increased from 76.5 million to 97.7 million in June 2020. The increase in the number of visits to the Shopee site is also allegedly due to

the Shopee Pay service which is intensively acquiring users. new with a very tempting cashback promo offer. Apart from ShopeePay being able to be used for digital payments at various merchants, ShopeePay can also be used by you to shop online at Shopee. Second, the correlation of this reason with the data available for the first reason is the large number of Shopee users in 2020, making it easier for the author to find interview respondents regarding the content of this research. Third, the more transactions that occur in the Shopee application, there are also many problem gaps that occur when the parties make transactions buying and selling. In the end, these are the reasons why the author chose the Shopee application for the object of this research because it is more relevant to current conditions.

Therefore, it can be seen whether the implementation of this online sale and purchase agreement is carried out honestly or in good faith by each party as applied in the "Civil Code of Article 1320" concerning the terms of an agreement and Article 1338 paragraph (3) concerning an agreement must be carried out in good faith. good, then of course the fundamental principle in the implementation of the agreement, including the online agreement, namely good faith must be understood and implemented as well as possible so as not to cause a default in the implementation of the agreement online. With regard to defaults in online agreements, it is therefore important to know how to "protect" the law for parties who do not have good faith in agreements made online. (Dewi and Suyatna, 2018).

Another thing that makes researchers interested in conducting research is one of the Shopee advertisements featuring several well-known artists and celebrities who invite potential consumers to play using the Shopee application with games to plant, break eggs and others to be able to win coins which can later be used to buy various vouchers. shopping. This attracts a lot of consumers to get coins. In Indonesia itself, there has also been a Shopee 9.9 rocking game which was viral, played more than 54 million times along with the use of new features to invite friends to get more coins. 11 And many more Shopee promotions are held every month to increase sales, such as free shipping, flash sales, cashback, discount vouchers, and others. As reported by Suara.com media, that shopping at Shopee Mall will get a guaranteed original item and a free return offer if there are items ordered that don't match and the buyer will get his money back. In addition, promotions can also influence someone in making purchasing decisions, online promotions have a significant effect on purchasing decisions.

Considering that in the digital era like now, there are many consumers who make purchases online, especially through the Shopee marketplace. In addition to saving time, consumers are also facilitated with various features that make them feel safe in shopping, such as being able to withdraw their money back if the seller does not send the goods that have been paid for and can monitor the goods purchased through the available features when the seller has sent them and enter the delivery receipt number, so that consumers can estimate the package. which will be accepted.

PT. Mutiara Nusantara Globalindo is a company engaged in the garment sector since 1998, which started production as a CMT (Cut, Make, and Trim) business model, since then the company has grown into an integrated clothing manufacturer to meet retail, wholesale and special orders needs. Currently, the company operates five clothing factories which have been upgraded to produce various models of clothing from children to adults, provide department store needs and serve special orders. Several brand names produced by PT. Mutiara Nusantara Globalindo are Seyes, Metalizer, and Teetime. PT. Mutiara Nusantara Globalindo has several offline stores in the Tanah Abang shopping center area, North Jakarta, and also has an online store in the marketplace, Shopee.

"SWOT analysis is an analysis of the strengths, weaknesses, opportunities, and threats that are owned and faced by the company" (Rangkuti, 2009: 22). This will make the company must run its operations effectively and efficiently in the field of marketing. This instrument

will help estimate the best way to determine a strategy and what things need to be considered in carrying out that strategy.

RESEARCH METHOD

This research was conducted at PT. Mutiara Nusantara Globalindo, whose full address is at Jalan KH. Ahmad Dahlan No.8M RT.001 RW.06 Petir, Cipondoh, Tangerang.

This research was conducted for 6 (six) months, namely from January to June 2020. This time was used to obtain data and information from all employees at PT. Mutiara Nusantara Globalindo (Brand Seyes) and other data related to matters in this research.

This study uses a descriptive type using a qualitative approach. Qualitative research is research that is descriptive and tends to use analysis. Process and meaning (subject perspective) are more highlighted in qualitative research. The theoretical basis is used as a guide so that the research focus is in accordance with the facts in the field. In addition, this theoretical basis is also useful for providing an overview of the research background and as a material for discussing research results.

Kriyantono (2010) stated that "Qualitative research aims to explain the phenomenon in depth through deep data collection". The data collected came from interview scripts, field notes, observations, and other official documents which were then analyzed based on a number of data collected. obtained. This study seeks to evaluate systematically, factually and accurately about the facts in the use of the Internet as an online business medium in marketing local products by businesses by focusing on several internet methods that are applied and the communication process that takes place through internet media.

The design of this research begins with preliminary activities through literature study and observation of Online Marketing Strategy and Factors Supporting Sales Increase. From the literature study and preliminary survey, a gap emerges between theory and practice in the field. Then the data was collected through observation, documentation, interviews, and based on the researcher's own experience. Considering the position of the researcher apart from being a researcher in this study, the researcher is one of the key informants in this study. Then the data obtained is analyzed

RESEARCH RESULTS AND DISCUSSION

Shopee is an online marketplace for buying and selling online easily and quickly. Shopee offers a wide variety of products ranging from fashion to daily necessities. Shopee is present in the form of mobile applications and websites to make it easier for users to do online shopping activities either through smartphones or via PC.

Shopee Indonesia is one of the marketplaces owned by Garena (changed name to SEA Group) in Singapore. The C2C (Customer to Customer) mobile marketplace business managed by Shopee allows it to be easily accepted by various levels of society, including in Indonesia.

Shopee is located in several countries in Southeast Asia such as Singapore, Malaysia, Vietnam, Thailand, Philippines, Myanmar and Indonesia. Meanwhile, Shopee Indonesia is located at Wisma 77 Tower 2, Jalan Letjen. S. Parman, Palmerah, Special Capital Region of Jakarta, 11410, Indonesia.

Shopee Indonesia was officially established in Indonesia in December 2015 under the auspices of PT Shopee International Indonesia. Since its launch, Shopee Indonesia has experienced very rapid development, even as of October 2017 the application has been downloaded by more than 43 million users. 85 Shopee is present in Indonesia to introduce a new shopping experience. Shopee facilitates sellers to be able to sell easily and provides convenience for buyers with secure payment processes and integrated logistics services. Currently, the Shopee shopping application occupies the number one position on the Google Play Store in the online shopping category, with the tagline “Online shopping in Indonesia,

Free Shipping and Guaranteed Cheapest Prices are able to make potential consumers interested in using it.

Shopee's target users are young people who are currently accustomed to carrying out activities with the help of smartphones including shopping activities. For this reason, Shopee is present in the form of a mobile application to support easy and fast shopping activities.

Shopee Indonesia as an online buying and selling facility that provides various products to support daily needs which include fashion, gadgets, cosmetics, electronic devices, sports equipment, home supplies, hobbies and collections, photography, automotive, food and beverages, souvenirs and parties, to vouchers. shopping.

As a subsidiary of the SEA Group, Shopee Indonesia gets full financial support from the SEA Group. For the Indonesian region itself, at the time of its launch Shopee Indonesia received financial support from SEA and several venture capital, such as Farallon Capital Management, Hillhouse Capital, GDP Venture, JG Summit Holdings Inc to penetrate the market in the marketplace in Indonesia.

Shopee Indonesia implements an interactive buying and selling service system between sellers and buyers through the live chat feature. Shopee provides various payment systems via bank transfer, Indomaret, Kredivo, to credit cards. In addition, there is also an e-wallet, namely “Shopee Pay” which can store all funds, both sales and purchases. Shopee Indonesia also has a "Shopee Coin" feature, which is a virtual coin obtained from purchasing goods with certain promos through the cashback system. Later, "Shopee Coins" can be exchanged for discounts directly when purchasing the next item.

To ensure the goods sent by Shopee sellers reach the buyers safely, Shopee Indonesia applies a Shopee Guarantee system as a guarantee that the money will be returned one hundred percent if the goods purchased do not reach the consumer. Shopee also has an order tracking feature that can later be used by consumers and sellers to find out the location packages that have been sent, so that the products that have been sent will be detected continuously to ensure that the products sent are in a safe condition.

Forum Group Discussion, which is better known by the acronym FGD as a substitute or one part of the interview test. In general, FDG is a discussion that is carried out in groups and systematically about a particular problem that is very specific. Usually the FDG process is free to use any language.

FDG aims to equalize perceptions or find an answer to a problem that is being discussed.

In this study, in exploring the problem, the researcher used FDG as an interview media and Q&A from Shopee and the seller. In this case, using the Dual moderator focus group type (having a moderator), 1 moderator made sure the session ran smoothly, all topics were discussed.

the results of research on the problems that have been formulated in Chapter I. The results of this study were obtained by interviewing via FGD or Forum Group Discussion as a form of data searching and documentation. Then the researcher also uses observation and research techniques as a way to complete the data that has been found. This research focuses on how to increase Brand Seyes sales on the Shopee Marketplace. Researchers use a qualitative approach that aims to gain understanding and describe complex realities. Research with a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words based on people or observed behavior (Nasution, 2003: 3).

The researcher involved 2 teams of informants, from the Shopee team as marketing support for the Seyes brand and from the Seyes team as the manager of the Seyes store on the Shopee web seller. Then formed a FGD for communication with the two teams, namely the Seyes team and the Shopee team. This process is running a bit slow due to the busyness of each team. But the discussion can still run according to the researchers' expectations.

1. Team Seyes

Researchers received information from the Seyes team about managing the Seyes store on a daily basis, from uploading products, descriptions, price settings, stock settings, color variants, size variants. For management, it is by activating promotional menus that aim to increase orders (my store vouchers, store promos, discount packages, savings combos, My Store Flash Sale, Store Delivery Promos, Seller Coins), increase interaction with buyers (chat broadcasts, store games) , store follow vouchers, shopee live) and increase store visits (shopee ads & selected store products). Maximizing free advertising from shopee in the form of increasing products from selected or best-selling items, in every 4 hours you can increase 5 products.

In addition, the search keyword settings in the keyword ad settings in each SKU greatly determine the appearance of the product on the shopee marketplace website, as well as similar product ads and store advertisements. In addition, maximizing the special education provided from shopee to potential shops, namely shops that are included in the star seller category or shopee mall.

2. Team Shopee,

Apart from the Seyes store team, researchers also received information from the Marketing Support team from Shopee for the Seyes store. Researchers get information about corrections or inputs about the Seyes store from the perspective of the marketplace provider (Shopee), starting with how to determine product photo strategies, naming SKUs and product descriptions, determining prices, how to determine keyword ads, to directions. To increase advertisements other than those from the seller's website provided by Shopee, namely in the form of features that can be managed optimally. There is also support through social media in the form of posts and advertisements.

CONCLUSION

This research is a qualitative research, which aims to describe the results of the analysis of methods, steps and strategies to increase Brand Seyes sales in the Shopee marketplace. The data was obtained by means of researchers conducting research or direct research in the management of the Seyes store in the shopee marketplace, and in addition the researchers conducted a FGD (Forum Group Discussion) between the Seyes store team and the Shopee Marketing support team, Seyes Stores received special facilities for the marketing support team, menus and more complete features and additional education – special education from the shopee Marketplace that can be managed optimally to increase sales.

In accordance with the research objectives, the authors conclude that the advantages, benefits & sales strategies in the Shopee marketplace are influenced by the strength of the store manager in activating the features provided by the Shopee marketplace, including the following::

a. Promote products

The first advantage that Seyes stores can feel when selling on Shopee is the availability of a feature to "Up" or "raise the product" at the top, the purpose of this feature is to prioritize products from the Seyes store so that it is easy for potential buyers or consumers to reach. Such a system will certainly benefit the Seyes store, on the other hand, the product will be quickly seen, recognized and the name of the Seyes store will also be easy for consumers to find. However, this feature cannot be obtained for free, it also takes capital to UP a product to the top, back again because the competitors are so tight.

b. Live Chat Features

Another advantage that sellers or potential sellers at Shopee must know is the direct chat feature. This feature is very useful for many sellers because they can directly interact or communicate with prospective buyers when they want to ask for product stock, shipping

addresses and so on. Of course the live chat feature will be useful for online businesses or SMEs.

c. Upload as many product images as possible

The first way to build trust from buyers is of course by installing products with original images, meaning the original images of the products you have, if you as a seller want to sell "t-shirts" for example, then sell them with original images according to the condition of the item. At Shopee, the Seyes store can install more than 900 images, so from here, of course, buyers can see in detail the products they want to buy, so they don't have to ask a lot of questions. This feature is important because the system is buying and selling online, different when the buyer comes directly to the store you to view the product.

d. Full features to help increase sales

Each product you sell has its own category, so in this case the shopee feature is also adapted to the needs of the type of goods you are selling. For example, Seyes Store sells goods in the form of "Men & Women's T-shirts", so what is needed is of course the brand, size, design and so on. In Shopee, this feature is already available, so sellers just need to adjust it to the products they sell.

e. Weaknesses of selling in the Shopee marketplace

1. Display product descriptions. First, the drawback of this shopee marketplace actually lies in trivial things such as the use of the paragraph and font features in the description section that make the eyes of potential consumers uncomfortable because it can be said that it is quite hard to use the font. It might be smoother or softer when the fonts are changed and the layout features are tidied up a bit.
2. Disbursement of funds to accounts, shopee with millions of sellers have their own time to process income from sellers to their respective accounts. Usually a maximum of about 7 working days not counting for Saturdays and Sundays, but it can often be longer. Evaluation for the future so that shopee can add a fast and automatic withdrawal feature so that sellers can have funds to stock up on products again.
3. Requires initial capital, namely ready stock of goods, shipping costs & it takes time to disburse funds when a sales transaction has occurred.

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