

Xstyle.Id Marketing Communication Mix Implementation In Introducing Thrift Shop's Product

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Abstract

The emerging fast-fashion market has impact on some environmental issues due to unsustainable consumption. Thrift shop became a business opportunity that could reduce these issues in fast-fashion industry by selling second-hand or preloved products to the targeted consumers. Thrift shop already existed since long time ago but the trend became more popular among young generation as they more concerned about environmental issues. Influence of public figures or celebrities in social media platforms also contributed to the thrift shop hype especially among the millennials who idolized them. As more thrift shops entered fast-fashion industry, marketing communication mix became competitive strategy for introducing the products and building public awareness. XStyle.id was one of thrift shops that adopted variety tools as its marketing communication mix to introduce the thrift products to both potential and existing customers. By implementing different tools such as advertising, sales promotion, public relations, personal selling as well as direct marketing, XStyle.id able to reach and inform the customers about thrifting which many people might not use to buy second-hand products. The research aims to understand how XStyle.id use marketing communication mix in introducing the thrift shop's product to the public. The research used qualitative descriptive method by collecting data through in-depth-interviews, observations, and literature reviews. The findings showed that there are five tools of marketing communication that being used both online and offline based to introduce thrift shop's product

Keywords: Marketing Communication, Thrift Shop, Second-Hand, Fast-Fashion

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INTRODUCTION

The hype of thrift shops has emerged in Indonesian market for the past few years despite of already existed in the 90's. As many people know, few markets in Jakarta known for selling second-hand or preloved products such as Pasar Senen, Pasar Baru and Blok M Square. Thrift shop can be defined as consignment stores that resell used products such as clothes, accessories, and others mainly associate with fashion for gaining sustainable consumption purpose (Widia *et al.*, 2021). Fashion is one of industry that encourages overconsumption which exhausted the resources as well as crated negative impacts on the environment (Gabriella *et al.*, 2021). However, the downside of this industry could affect the local fashion businesses since most of thrift shop's product were imported from foreign countries that known for fashion enthusiasm and contributor for apparel waste issue (Santika & Bagiastra, 2021). Based on Figure 1 below, most of clothes and footwears end

up in landfilled as average 70 pairs of pants per person were thrown away each year and contributed to global carbon dioxide outputs Dottle & Gu (2022).



Figure 1. Bloomberg Statistic on Apparel Waste (Dottle & Gu, 2022)

Today, many thrift shop exist in Indonesian online market as more young consumers attracted to thrift products due to cheaper price for branded and concerned about the environment. 63% of thrift shop consumers are gen Z who has high price sensitivity as well as environmentalist for fashion products (Widia *et al.*, 2021). The influences of celebrities or public figures from social media platforms also one of the reason thrift shops became more popular among the young generation. The opinions or reviews about thrifting which shared in the social networking became media that informed how negative impacts on overconsumption and motivated the publics to participate in buying second-hand fashion products (Gabiella *et al.*, 2021). The clothes, shoes and other accessories that being used by public figures likely became fashion trend which would be followed (Saputro, 2018).

As the thrift shop competition became crowded, marketing communications play role for businesses to introduce their products. Marketing communications is a process of communication that an organization do in delivering messages about its product to the publics (Kennedy & Soemanagara, 2006). Marketing communications mix implemented 5 main tools such as advertising, sales promotion, public relations, personal selling, and direct marketing that enable business to communicate its product (Kotler & Keller, 2012). Marketing communications mix became competitive advantage for the businesses in introducing, informing, promoting, persuading both potential and existing customers to purchase the thrift shop's product.

Xstyle.id was one of thrift shop that implemented marketing communications mix to build public awareness about thrifting as well as introduce its fashion products that acquired mostly from overseas. It began as an online shop that resell second-hand or preloved clothes, shoes, hats and other fashion accessories in 2014. As the most of people not knowing thrift shop and the misconception of second-hand products being unsanitary, Xstyle.id needs to introduce the public about the

quality, price and safety assurance. Thrifting was not being cheapskate person but being mindful and some of the products could be categorized into branded, limited edition, vintage products with high value in terms of retail prices. By implementing various marketing communications tools such as advertising, sales promotion, public relations, personal selling, and direct marketing that enable business to introduce its product, expand the business from online to offline stores and be recognized among the thrifting communities.



Figure 2. XStyle.id Thrift Shop

As shown in the figure 2 above, XStyle.id also actively used online media such as Instagram, TikTok, website in order to reach more young customers who literate in social networking platforms in introducing its newest products. This research aims to understand the implementation of marketing communications by XStyle.id to introduce thrift shop's product to the publics, especially the young generation. By implementing the 5 main tools the research could analyze how marketing mix help the business not only to sell but also to inform about thrifting to the people who unaware or has misconception about second-hand or preloved products.

METHOD

In order to reach the aims of this study, the research used the qualitative descriptive method that described and interpreted written words which summarized from source's statement (Moleong, 2007). By collecting data through in-depth-interviews with some informants, non-participant observations on the object, and literature reviews as comparison for data analysis, the research able to understand how XStyle.id implemented the marketing communication mix in introducing the thrift shop's product to both potential and existing consumers.

The important step of research method is selecting the right informants has knowledge associated to the object. The research has verified the data collected by confirming the statement from both the business's perspective as well as the

customer's perspective. This research also uses some documentaries as data support for some findings from interviews.

RESULTS AND DISCUSSION

XStyle.id as one of well-known thrift shop based in Jakarta has implementing marketing communication mix to introduce the second-hand fashion products to the public. Thrift shop is one of sustainable business which supported well-being of the environment, social and economic pillars by giving second life for used products (Gabriealla *et al.*, 2021). As demand for thrift products rising, XStyle.id tries to maximize the business opportunity by implementing combination of marketing communication tools such as advertising, personal selling, public relations, sales promotion and direct marketing to inform the public about the quality and uniqueness merchandises compare to other thrift shops.

The findings stated that the public awareness was limited to knowledge of second-hand clothes, shoes and accessories which thrift has more value to it as part of reduce waste in the environment as well as efficiency customer's expenses on fashion products. XStyle.id has implemented advertising as one of marketing communication to introduce the brand along with its thrift products. Th findings stated the business actively using digital advertising such as TikTok or Instagram paid advertisement, paid promotion in some public accounts as well as social media celebrities' endorsement which shown in figure 3 below.



Figure 3. XStyle.id Use TikTok

XStyle.id also used sales promotion to introduce its product such as price cuts, games, and membership program. The findings stated that the business used spin wheel games that attract customers to join and get varieties of promotion. The membership also used for offline store which given 10 % price cuts for a year as privilege for loyal customers. XStyle.id used special sales like weekend sales which

attracted customers who most of them are youth generation as shown in figure 4 below.



Figure 4. XStyle.id Use Sales Promotion Tool

Another marketing communication tool that being used by XStyle.id is public relations. The findings stated that some thrift events such as bazaar and exhibitions that held by thrift communities. For instance, XStyle.id was one of tenants in Jakarta Thrift Day event that held by thrift communities to introduce businesses in this industry which shown in figure 5 below.



Figure 5. XStyle.id Use Public Relations Tool

Besides that, XStyle.id also has charity program which give products away to the people who passing by the store that located in Condet as well as sharing program during Ramadhan festive.

XStyle.id also used several personal selling strategies as marketing communication tool that introduce thrift products. XStyle.id utilized social media platforms such as Instagram and TikTok for live sale every week that enable them to introduce the newest thrift products which known as ‘Siraman’ means the thrift products just imported in bulk form. XStyle.id also used Whatsapp Business as media for personal selling which enable staff to assist customers about product’s catalogue. These strategies used as shown iin figure 6 below.

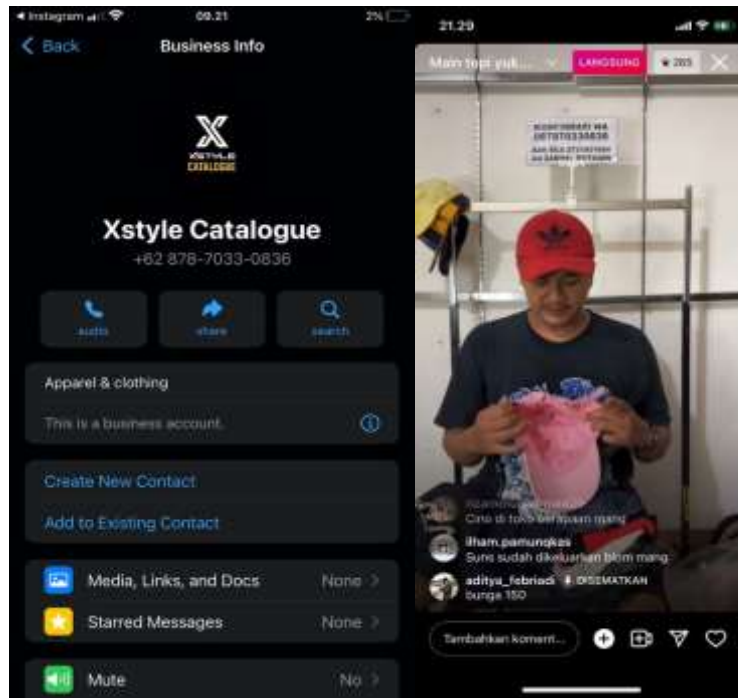


Figure 6. XStyle.id Personal Selling Strategies

Other marketing tools that being used by XStyle.id is direct marketing. The main strategy of direct marketing is opening flagship stores so the customers could physically check the second-hand products quality. As many thrift shop businesses are online based, many customers unsatisfied with the experiences of online shopping which the thrift product's quality is unacceptable. Hence, by opening store



which shown in figure 7 below, XStyle.id able to introduce its product both potential and existing customers.

Figure 7. XStyle.id Store (POS)

XStyle.id also used e-commerce platforms such as Shopee and Tokopedia enable them to reach customers that located in other cities and introduced the newest products available in the store. XStyle.id also open business opportunity for resellers who wants to start thrift business by setting up business packages that diverse product selection. XStyle.id implemented marketing communication mix for introducing thrift shop fashion product. By integrating multiple marketing communication tools has enable the business to reach both potential and existing customers as well as correcting the misconception of thrift shop which has more value, especially for environment.

CONCLUSION

The marketing communication mix that being implemented by XStyle.id enable the business to introduce thrifts shop products not only as second-hand products but also the value behind thrifting activity. There are several tools that being used such as advertising, sales promotion, public relations, personal selling, and direct marketing which allowed the business to introduce, promote, and engage with customers. The business able to gain public recognition as one of success thrift shop in Jakarta.

XStyle.id showed that by integrating variety marketing communications tools with offline and online enable them to reach more customers and to persuade how valuable their habits in buying second-hand products. This research also showed how creativity in making marketing communications campaigns became key point in introducing thrift shop's product to consumer, society, industry, and environment.

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