

PROPOSED MARKETING STRATEGY FOR HIJAB2DAY

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Abstrak

The economic growth of Muslim middle class society in Indonesia has started a hijab revolution among the Muslim women and this fashion trend provides new opportunities for fashion businesses to focus on to Islamic fashion, especially hijab. The prospect of hijab business is promising, especially with the advancement of communication technology, making the process of trading online much simpler for both sellers and buyers. Hijab2day is one hijab businesses who uses Instagram as their trading platform and in the last five years, they have been offering a variety of hijab designs and hijab accessories online. However competition is unavoidable and the simplicity of trading online has attracted new people to venture into the hijab business. Hijab2day admits that competitors with stronger promotion and marketing strategy have become a particular concern, and with a decrease in sales in 2015, Hijab2day feels that this is something that needs to be analyzed further.

This research is designed to highlight Hijab2day's problems that affected their performance in 2015 as well as to propose a better marketing strategy that will increase Hijab2day's sales. To identify Hijab2day's problems, this research conducted PESTEL analysis, Competitor analysis and Porter 5 Forces analysis. Researcher also conducted marketing analysis using Marketing Mix analysis and STP analysis. A SWOT analysis was also conducted to identify Hijab2day's strengths and weaknesses, which will help to form a more efficient strategy to develop the business. This research analyzed 164 questionnaires, filled by respondents who are all Muslim women who are often purchase hijabs online. The respondents come from different ages and backgrounds.

Based on the questionnaire, researcher found out that most respondents are more responsive to a 'buy 2 get 1' promotional method, the second highest of the questionnaire result are more receptive towards hijab related promotional event, while 16 respondents suggest holding 'sales' would be more attractive. Nearly all respondents prefer to shop via Instagram, while half of the respondents choose to browse and purchase through company's websites. Research also found out that half of the respondents tend to go online between 18.00 and 21.00.

Based on these findings, researcher is recommending three new strategies to improve Hijab2day's promotional and marketing approach, which will hopefully lead to sales growth : to create better promotional and marketing approach, utilize the new insights of the importance of timing in social media by scheduling posts at the most efficient time for maximum exposure, improve and expand Hijab2day sales platform, expand Hijab2day chosen communication platforms. Researcher hopes that by implementing the recommended suggestions, Hijab2day can maximize their sales and increase growth.

Keywords: marketing strategy and hijab2day.

INTRODUCTION

In the last five years, Indonesia's economy has grown significantly. The growth is both influencing and influenced by various internal and external factors. One community who thrives along with the Economic boom in Indonesia is the middle class Muslim community. Stronger financially, the middle class Muslim community has become a new powerful market with specific demands. Their religious affiliated demands create new trends in the market, one of the biggest current trends in Indonesia, is the hijab. The hijab trend invites businesses to pay more attention to what Muslim women want, and that is fashionable and religious approved clothing. The hijab trend encourages people to start hijab business, and with the advancement of communication technologies, people are able to start selling hijab without a physical store, using social media as their virtual store.

1. Backgrounds

Hijab2day is an online hijab store on Instagram. They sell various hijab designs, hijab accessories and other Islamic apparels for women. Hijab2day is a family business which is run by a young woman name Zhazha. Zhazha started Hijab2day as a reseller and then she decided to manufacture her own designs by hiring a convection factory.

After a glowing success in the last five years, Hijab2day is starting to feel the heat from competitors. The simplicity of selling hijab through social media platforms has attracted a lot more new businesses, selling similar products to Hijab2day. Hijab2day admitted that this is worrying, especially with their decreased sales 2015.

2. Research Objectives

The purpose of this research on Online Business Hijab2day, through Instagram Social media is to find out the problems faced by Hijab2day in terms of marketing strategy that has been done and determine its possible weaknesses, beside that it aims at proposing a new marketing strategy for the company's development.

This study covers the business of online Hijab2day and two competitors who have the same segmentation, i.e. Vanillahijab, Hijabprincess, Evanabian_hijab and Deynscarf. The scope of this study covers locations across Indonesia since Hijab2day conducts its business online which can be accessed from any places the internet may cover.

3. Limitation

In order that this study is not very widespread and can focus on things that is investigated, the limitation of the study is as followed.

- a. This study focuses only on the marketing strategy system design in Hijab2day Onlineshop
- b. This research use only female respondents who use the hijab and ever buy hijab via Instagram

- c. In this study only discusses the hijab is only sold in Onlineshop Hijab2day
- d. Hijab 2day the make sales with B2B and B2C systems, but According to the Data Obtained that B2B sales reached only 3 people, so in this study more focused on B2C sales.

BUSINESS ISSUE EXPLORATION

1. Internal Analysis

The internal analysis is divided into two sections; STP analysis (Segmenting, Targeting and Positioning) and Marketing Mix analysis (Product, Place, Price and Promotion)

1.1 STP

Segmenting as described by Kotler & Armstrong (2008: 172-179) is divided into distinctive groups based on the needs, characteristics or behavior, which may require a product and marketing strategy separately. This segmentation is focused on consumers who buy products from Hijab2day for personal use.

For that segmentation analysis will be divided into several characteristics, namely geographical or location variables, demographic variables and psycho graphical variables.

Targeting for Hijab2day's market are female; 20 – 31 years old; for the occupation are employee, business woman and housewife; for the social class are middle and up; and their lifestyle is follow the fashion trends.

With Positioning is about the brand's relationship with other brands aimed at the same segment, it is about the place the brand occupies in the mind of the consumers, relative to other brands (Blythe. 2005:74). According to the owner of Hijab2day, their positioning is to make the Hijab as part of an outfit that is easy to wear without having to restrict up to date style.

1.2 Marketing Mix

According to Philip Kotler (2003), "A marketing mix is the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the target market". This research uses this 4P way, they are Product, Place, Price and Promotion.

The product of Hijab2day are scarf or pashmina, hijab instant, practical hijab and inner for hijab. Hijab2day using instagram Internet-based applications as a place to sell their product. The price offered Hijab2Day ranged from Rp40,000 to Rp125,000. For promotion Hijab'day choose to promoted their product use viral marketing strategy, Publicity strategy, daily posting strategy and giving full information on each product photo. Hijab2day is a family business and they do not have any employee that work for them. For process purchasing, does not have any different from the other onlineshop's process, from ordering to delivery of goods using a delivery service. In the online shop as Hijab2day, physical evidence of goods sold may not be possibly presented in real time, so that images or photos

displayed on Instagram should appear as closed as possible to the original goods, so as to convince consumers that will buy them.

2. External Analysis

The external analysis is divided by three analysis; PESTEL analysis (Political factors, Economical factors, Socio-Cultural factors, Technology factors, Environmental factors and Legal factors), Competitor analysis and Porter 5 forces analysis (Threat of New Entrants, Rivalry among competitors, Threat of Substitute product, Bargaining power of suppliers and Bargaining power of buyer)

2.1 PESTE

This analysis is used to understand an overview of a business environment that will be examined in terms of existing potentials, including the threats the business faces, like a decline in business, so it is expected that the business may take every opportunity with the right steps and can minimize the risk or threat that may confront.

2.2 Competitor Analysis

Analysis of competition is a way to identify threats and opportunities, and can also identify the strengths and weaknesses of competitors as well as the business itself. The results of this analysis are expected to help a business to identify existing deficiencies, anticipate existing threats, carefully looking into existing opportunities and also provide possible solutions to minimize deficiency. In the competitor analysis, Hijab2day is compared with four of their competitors Vanillahijab, Hijabprincess, Evanabian hijab and Deynscarf.

2.3 Porter 5 Forces

Porter's 5 Forces created by Michael Porter assist us in analyzing the various types of competitors and the impact caused by them. This analysis identifies five major forces that are fundamental to the market, namely Threat of New Entrants, Rivalry Among Competitors, Threat of Substitute Product, Bargaining Power of Supplier dan Bargaining Power of Buyer.

3. SWOT Analysis

SWOT Analysis consists of Strength, Weakness, Opportunity and Threat that is conducted to analyze the deeper internal factors, namely through the Strength and Weakness of business Hijab2day and also analyzes the external factors by analyzing Opportunity and Threat of business Hijab2day. SWOT analysis is done so that appropriate steps will be taken to develop the company according to the strength and weaknesses of the company. SWOT factors for Hijab2day are :

- a. Strength
 - Price are relatively cheap

- All of the product are hand made
 - Design product original created by Hijab2day
 - Their product offered vary
 - Sales through online is easier
- b. Weakness :
- Indirect response to any questions and orders
 - The shop promotion often don't gets feedback from consumers
 - The daily posting is monotonous
 - Customer's comments in the comments column are rarely provided feedback
 - Less marketing activity
- b. Opportunity :
- Principles of Indonesia international relations facilitates the delivery regulatory abroad
 - The ease of obtaining raw materials of imported fabric
 - The Indonesian government regulations on guaranteeing the safety of online sellers and buyers.
 - Muslim clothing can now already be used on any job / institutions
 - The ease in accessing the Internet communication technology
 - The use of environmentally friendly raw materials to support the Indonesian government program
 - Low substitute product
- c. Threat :
- The ups and downs condition of the economy could put this business at risk.
 - Lots of competitors
 - Since there are numbers of competitors, consumers easily move to other stores if they do not satisfied with the product, price and service
 - Convection can sell products with a design belonging Hijab2day with their own label tacitly for their own benefit.

4. The Findings Of The Questionnaire

The result of the questionnaires is as follow:

- a. For the occupation of respondents are 45% or 73 respondents work as private employees, 21% or 35 respondents are in high school and University students an 14% or 23 respondents works as an entrepreneurs.
- b. From total 164 respondents, 97% or 159 respondents ever shopped in Instagram and only 3% or 5 respondents never shopped in Instagram.
- c. From 159 respondents which is ever shopped in Instagram, there are 72% or 115 respondents ever shopped in Hijab2da
- d. From 115 respondents which is ever shopped in Hijab2day, there are 50% or 58 respondents do not remember where they know the hijab2day from and 39% or 45 respondents know Hijab2day from their friends.

- e. The respondents give the proposed promotion to Hijab2day, 29 respondents state that they are more interested in the promotion “buy 2 get 1 free” and around 23 respondents proposed Hijab2day to attend or hold events related to Hijab
- f. 93 respondents or 57% of total respondents claim to have shopped via Facebook and the remaining 71 respondents or approximately 43% of state that they never shopped via Facebook
- g. that there are 61% of all respondents chose to use instagram as places to shop online, other than that of respondents who prefer to shop via facebook by 6%, respondents who choose to shop through the website by 29% and only 4% of the respondent chose to use BBM as place to shop online.
- h. Most of the respondents use social media in the evening (6:00 p.m. to 20:59 pm), reaching 72 respondents, or about 44% of the total respondents, 68 respondents or 41% of total respondents use social media on a late night (> 21:00 pm)
- i. most respondents use social media in their homes, which reach 132 respondents, or about 80% of the total respondents
- j. the respondents spend between Rp 100,000 - Rp 500,000 per month are as many as 143 people or about 87% of the total respondents, about 14 respondents or about 9% of the total respondents spend Rp 500,000 - Rp 1,000,000 per month
- k. 98 respondents, or 60% of total respondents most frequently use Whatsapp applications to connect with other people through the Internet, for respondents who use Line applications more frequently there are 50 respondents or approximately 30% of the total respondents

BUSINESS SOLUTION

1. Sales Promotion

Sales promotion in any sale should be easy to understand so that consumers understand what the purpose and goals delivered. Promotion should also draw attention that buyers are interested in purchasing these products, in addition sales promotion is expected to make a product as a product that is always remembered by the consumer when he is in need of these types of products (top of mind). Some types of sales promotion that was proposed by the researchers obtained from the questionnaire, that the proposal of the respondents were further developed by researchers become more attractive promotional package for Hijab2day. Here are some proposals:

- a. Buy 2 get 1 free
- b. Follow and hold Hijab event
- c. Discount
- d. Membership
- d. Free shipping

2. Other Business Solution

Aside from providing a probable solution on sales and promotion issues, writer also suggesting several ideas on the following subjects:

- a. Developing place :
- b. Manage Upload's Time for
- c. Digital Communication Media via Whatsapp Application and Line Application

IMPLEMENTATION

1. Implementation Plan

As explained in chapter 3, several solutions have been obtained, which is intended as the input for the addition of Hijab2day sale promotion system and also improvements for several promotions that has been done before. A new promotion for Hijab2day is as follows :

- a. Buy 2 get 1 free :
Hijab2day currently has some sort of phasmia left in the barn, purchasing 2 new instant hijabs to be launched, customers will be given one free phasmia, so that costumers get 3 products by paying only two products alone. Product selected is the new product that will be on, during launching new products to introduce it and help public know it better.
- b. Follow and Hold Hijabs Event :
Hijab2day holds an event in the month of fasting on matters related to the fasting activity and invites Hijab2day buyers and others. The event will be filled with hijab tutorial by inviting famous Hijabers, and then continued by discussion about related matters, the event will be followed by recitation before sunset and break the fasting together.
- c. Give a Discount :
Hijab2day conducts periodic discounts for some products that lacked a lot of customers' interest, so it is expected that Hijab2day still gets benefit and so there is no pile of unsold products in storage
- d. Membership :
Hijab2day holds membership for loyal buyers by implementing membership card. The advantage of having a membership card is to get a 10% discount on any products and to obtain some points for any purchase. This points can later be redeemed for shopping vouchers in Hijab2day. The membership card also provides a special prize for its members who are in the form of birthday discount shopping of 70%.
- e. Free Shipping :
Hijab2day gives a promotion in the form of free shipping to buyers with certain requirements, that is purchasing with the total amount of minimum Rp 500.000,- and the delivery location is in Jawa island.

- f. Developing the sales facilities:
Hijab2day develop its online sales facilities using and utilizing Website and Facebook facility and use them as the applications which are sophisticated, buyer friendly and internet connected to one another.
- g. Manage Upload's Time for Product Picture and Promo :
Hijab2day makes a schedule to upload photos promotions or products sold. According to research findings the time when consumers open a lot of social media that is between 18:00 to 21:00. To maximize the duration of 3 hours, Hijab2day uploads at least 1 photo product and its sale every hour during the three hours in a day
- h. Digital Communication Media via Whatsapp and Line :
Hijab2day develop a communication system via Whatsapp and Line by adding an element of promotion on every application used, such as the establishment of Whatsapp group containing members of Hijab2day. Line application is utilized by using timeline feature to communicate with customers, to promote new products or promotional events organized by Hijab2day. In addition, the contact for ordering is divided according to a predetermined area through Whatsapp application.

2. Implementation Scheduling

Below is the promotional schedules proposed by researcher to ensure constant and maximum exposure.

- a. Promotion of Buy 2 get 1 free will be done every 2 months and conducted in the first week.
- b. Promotion through Hold and Follow hijab event will be conducted four times a year, for the month of fasting event will be conducted two weeks before Idul Fitri.
- c. Promotion in the form of discount will be available on the third week every week and it is done as many as 6 times a year.
- d. Especially for promotion on membership, it will be conducted throughout the year, but it will begin in October. This is done because Hijab2day should prepare a new system to organize and manage the membership.
- e. In free shipping/delivery promotion, it will be done three times a year, it will be implemented one whole month on January, May and September
- f. For the development of Internet applications as a tool for the promotion of Hijab2day, it will use the website and Facebook. For the website, it will be started in September because it takes time to prepare the design and the content of the website itself. For Facebook, it could be begun immediately after Eid that is the third week in July, due to the fact that Facebook does not need new photographs to be uploaded and it is quite easy to do, so Facebook can be quickly activated.
- g. For time management of uploading the product and promotion will be started directly when this final project is approved by the research examiner.
- h. To expand the communication with respondents and to add a promotion aspect to any means of communication with consumers, Hijab2day uses

additional tools, they are whatsapp and Line that will begin operation in August. At that time Hijab2day should already have prepared the system for the distribution of area for Whatsapp and additional promotional content for Line. Consequently, it requires additional employees to handle the new system

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