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**Online Marketing Optimization To Increase Anggun Hijab Profit
(Case Study Of MSME's Anggun.Hijab)**

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ABSTRACT

Anggun.hijab is one of the many MSME's in the field of Muslim clothing in Indonesia. The products produced are various hijabs that suit the needs of Muslim women. With a diverse target market, both children, teenagers, and adults. However, in the current era of the covid-19 pandemic, Anggun.hijab is more focused on selling and marketing with an online system, to reduce the impact of the spread of covid-19. The purpose of this study is to describe the importance of digital marketing to optimize the increase in profit for MSME's Anggun.hijab. And also because there are many competitors in the same field, entrepreneurs must create innovations that can attract consumers. This study uses a descriptive qualitative method of collecting data by means of direct interviews with the team from Anggun.hijab. The problem to be researched is the optimization of online marketing to increase profits for Anggun.hijab MSME's. The results of this study are known that digital marketing techniques can increase sales volume which will have an impact on increasing profits. With the implementation of digital marketing, there was a significant increase in sales, from 20 pcs in the first week to 44 pcs in the second week.

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INTRODUCTION

Along with the progress and development of increasingly advanced information technology in this modern era, it influences entrepreneurs to take advantage of modern technology for the development of their business (H Indrayani 2012). One of them is through marketing media. The selection of the right marketing strategy and media can have an impact on increasing the profit

of a business. Digital marketing is a marketing and running activity based on web and online media (Ridwan Sanjaya & Josua Tarigan (2009:47)). With digital marketing, you can create marketing with a broad reach. Therefore, more and more MSMEs are using digital marketing as an effort to increase their business profits, one of which is Anggun.hijab MSMEs.

Hijab is a very important thing for Muslim women, especially in Indonesia, where most of the population are Muslims (Y Mahmud 2020). This creates a huge opportunity for fashion entrepreneurs, one of which is the hijab business. Today's hijab is not just a head covering, but now hijab can be a fashion trend that continues to grow in the future. Hijab is not only used by socialite groups, the lower middle class can also wear hijab at a cheaper price and quality. Therefore, Anggun.hijab is here to offer products with good quality and prices that are able to compete in the national market.

Due to the large number of consumer demands for hijab products, Anggun.hijab is present and is one of the MSMEs engaged in Muslim fashion in Indonesia. Anggun.hijab produces rectangular bella square, pashmina plisket and pashmina cerry babydoll products, also in the future Anggun hijab is expected to be able to develop even more and be able to adapt to market demand in the future.

Many factors influence to develop a fashion business, especially the hijab business, one of the factors that causes Anggun.hijab to try to develop hijab products due to the increasing number of requests from consumers. Anggun. Hijab products is sewn on the edges so it is neater. The marketing of Anggun.hijab products in the future can be developed even greater considering the increasing consumer demand for the hijabs that Anggun.hijab produces. In addition, Anggun.hijab continues to innovate on each of its products to increase consumer interest.

The formulation of the problem from this research is optimizing online marketing to increase product sales which will have an impact on increasing Anggun.hijab's profit. Digital marketing is very influential in this digital era, one of which is that digital marketing can expand marketing reach, and will indirectly have an impact on increasing product sales. The benefits of today's digital technology can be used for advertising, promotions and so on, allowing for an increase in profit on the sale of graceful products. Researchers in this study limit the social media that is commonly accessed or used by the public, the target consumer of Anggun.hijab by using social media such as Whatsapp, Instagram, and Shopee as promotion and sales media.

The purpose of this study is to describe the importance of digital marketing to optimize the increase in profit at Anggun.hijab MSMEs. The

benefit of this research is to find out the importance and influence of digital marketing on increasing profits for MSMEs Anggun.hijab. And the benefit for researchers is to know the importance of social media in this modern era in order to add insight and knowledge, and can be used as a reference or reference for further research.

Several previous studies that the author used as a reference for writing and to avoid similarities from previous writings, As follows :

Yacub, R., & Mustajab, W. (2020) conducted research on the Effect of Digital Marketing on Brand Awareness in E-commerce. Multiple linear analysis technique used in this research. Data was collected using an online questionnaire. Then the results of the processed data show that digital marketing variables using social media such as Instagram (IG) and Facebook (FB) have a significant influence on brand awareness, by promoting digital marketing through Instagram (IG) and Facebook (FB) media it can affect the increase in profits from brand awareness.

Susanto, E. P. (2021) conducted a research entitled The Effect of Digital Marketing Marketing System on Increasing Sales Volume of Home Industry Using Webqual. This study collects data by conducting interviews with craftsmen and direct observation. The results of this study indicate that after using social media, consumer orders increase, with an increase in orders, it will also have an impact on increasing business profits.

Setyawan, D. A., at all (2020) conducted a study entitled Optimization of Social Media on Marketing in Micro, Small and Medium Enterprises. The descriptive method through a qualitative approach is used in this study, by interacting with MSME entrepreneurs or interviews and documentation. The results of this study indicate that marketing through social media is a very effective marketing strategy. However, there are two influencing factors. The first factor is the inhibiting factor of less than optimal digital marketing activities due to the limited ability of the management to utilize technology. Second, the supporting factor is the MSME owner who is very open and able to receive good advice from the assistants so as to make his business more advanced.

Kartika, N. W., at all (2020) conducted a study entitled Marketing Analysis Through Online Media in the Covid-19 Pandemic Situation Against MSMEs Giiiz Snack. In this study, Gizz Snack MSMEs used a descriptive qualitative approach, namely by analyzing data from Gizz Snack MSMEs for the identification stage. The results of this study indicate that with the existence of social media, Gizz Snack MSMEs can carry out more effective and efficient promotions so that they can reach a wide market. And with this online

marketing, consumers and sellers do not need to meet directly or consumers do not need to come to the store to see product displays so that it is more efficient.

Pradiani, T. (2017) conducted a study entitled *The Effect of the Digital Marketing Marketing System on Increasing the Sales Volume of Home Industry Products run by PKK women in Randuagung Village, Singosari Malang*. This study uses data collection techniques through interviews, observation, and documentation. The results of this study can be concluded that with digital marketing such as Facebook (FB), Whatsapp (WA), Instagram (IG), and Black Barry Message (BBM). Information updates can be done at any time. And most importantly an increase in sales volume by an average of 100% which will also have an impact on increasing business profits.

RESEARCH METHODE

The data analyzes in this study are as follows:

1. Research Design and Research Subjects

The research was conducted in Taman Sidoarjo, by conducting descriptive observational research on Anggun.hiab SMEs. Descriptive observational research is research that aims to solve an existing problem based on data by presenting, analyzing, and interpreting the data (Narbuko, 2015 p. 44). The subject of this research is SMEs Anggun.hijab

2. Data Collection Method

This study uses the primary research method, namely by interviewing directly with the owner of MSMEs Anggun.hijab. The data obtained are in the form of problems faced in the use of social media, how is the influence of social media on sales of MSMEs Anggun.hijab, problems faced in doing business, and obstacles experienced by MSMEs Anggun.hijab in selling products through social media. Data obtained. The data obtained were then observed by researchers so as to produce data in the form of tables to determine the sales of SMEs Anggun.hijab online and offline.

3. Data Analysis

The results of data acquisition will be analyzed using qualitative analysis and descriptive statistics with the results to be displayed in tabular form.

RESULT AND DISCUSSION

Online business itself is regulated in Article 65 of Law Number 7 of 2014 concerning Trade, which reads as follows:

1. Every business person who trades goods or services using an electronic system is required to provide complete and correct data or information.

2. Every business person is prohibited from trading goods and/or services using an electronic system that is not in accordance with the data and/or information as referred to in paragraph (1)
3. The use of the electronic system as referred to in paragraph (1) must comply with the provisions stipulated in the electronic information and transaction law.
4. The data and/or information as referred to in paragraph (1) shall at least contain:
 - a. Identity and legality of business person as producer or distribution business person.
 - b. Technical requirements of the goods offered.
 - c. Technical requirements or qualifications of the services offered.
 - d. Price and method of payment for goods and/or services way of delivery of goods.
5. In the event of a dispute related to a trade transaction through an electronic system, the person business entity experiencing the dispute may resolve the dispute through the courts or through other dispute resolution mechanisms,
6. Business person who trades goods and/or services using an electronic system that does not provide complete and correct data and/or information as referred to in paragraph (1) is subject to administrative sanctions in the form of license revocation.

Based on the results of the study, it is known that digital marketing can affect the increase in sales volume which will have an impact on increasing the profit of Anggun.hijab MSMEs. The use of interesting digital marketing concepts in addition to attracting consumer interest can also increase the creativity of MSMEs, because these MSMEs will be more creative to create interesting digital marketing concepts by looking at current market opportunities. By using digital marketing, products from Anggun.hijab are more widely known by the wider community, even for shipments that have reached outside Java.

The thing that can be done so that the wider community knows about Anggun.hijab's products is to do online promotions. For online promotion media for MSMEs, Anggun.hijab utilizes various online media such as Whatsapp, Instagram, and Tiktok. Of the various applications that can make Anggun.hijab known to many people.

MSMEs Anggun.hijab has opened a shop on e-commerce shopee. And with shopee, it can attract consumers to buy hijab products from Anggun.hijab because apart from offering discounts, there are also free shipping vouchers that can be obtained at shopee so that even so, consumers can also save more.

The following is attached to the sales data of Anggun.hijab MSMEs in the first week before doing digital marketing and only selling offline methods

Table 1.

Sales Results Offline Method

	Bella Square	Pashmina	Pashmina Plisket	Income
Amount Sold	9 pcs	5 pcs	6 pcs	Rp. 410.000

From the table above, it can be seen that the sales results of 1 week of Anggun.hijab which only use the offline method, sales are still relatively small because not many people know about Anggun.hijab's products. Then in the second week started implementing digital marketing with the following sales results :

Table 2.

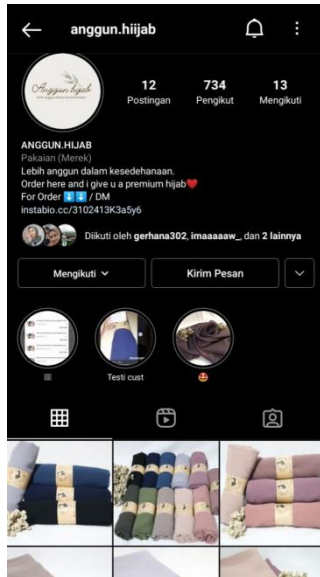
The Results Of The Sale Of Online Methods (Digital Marketing)

	Bella Square	Pashmina	Pashmina Plisket	Income
Amount Sold	19 pcs	13 pcs	12 pcs	Rp. 910.000

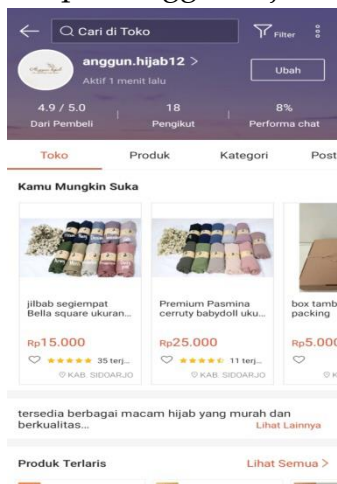
From the table above, it can be seen that sales in 1 week experienced a fairly rapid increase, reaching a 100% increase from the previous week's sales. In this second week, Anggun.hijab has implemented digital marketing, namely marketing through Shopee and Whatsapp, as well as using features on Instagram and Tiktok as promotional media so that Anggun.hijab is known to more people.

The following are some of the social media used by graceful.hijab MSMEs in their promotions :

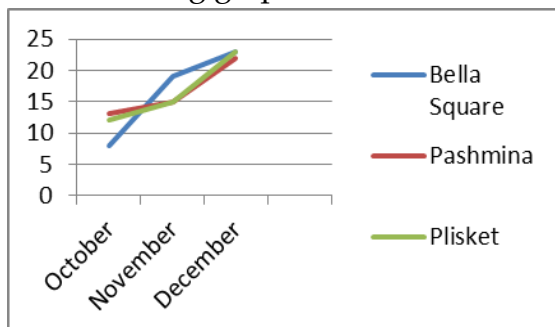
1. Instagram Anggun.hijab's



2. Shopee Anggun.hijab's



The following graph of the increase in sales for 3 months :



CONCLUSION

From the results of the research above, it can be concluded that Digital Marketing is very influential with increasing sales, with an increase in sales, the profit obtained will also increase. With digital marketing and also online promotions, it can make products more known to many people and consumers can find it easier to buy products from Anggun.hijab.

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Index

