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CAPTURING THE ROLE OF DIGITAL MARKETING AND BRAND IMAGE IN INCREASING DOBUJACK BRAND SALES USING NETNOGRAPHIC METHOD

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Abstract

Keywords:

*Digital Marketing, Brand
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*Research to conduct findings on the importance of the role of digital marketing and brand image because currently almost all business actors use online or digital media as a place to sell by promoting their brands, including Dobujack which operates in the fashion sector. To find out the role of digital marketing strategies and brand image in increasing online sales of the Dobujack brand, researchers used qualitative netnographic methods. Based on the results of initial observations on social media Instagram Ig: *dobujackinvasion*, Shopee *"dobujack official shop"*, Tiktok *"dobujackinvasion"* shows that the Dobujack brand is perceived very well by consumers with 162,000 active followers and is monitored to always follow Dobujack's IG story, and on the Shopee platform Sales are quite high, around 4000 for each product item, while live TikTok plays a very important role in promoting and establishing direct communication with buyers, even though it has not yet had an impact on increasing sales when doing live TikTok.*

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Introduction

Currently, the development of fashion in Indonesia continues to experience very rapid changes and developments, especially among Gen Z and millennials. The consumption patterns of the younger generation dominate fashion and fashion trends, because their character is always updated according to fashion trends, both local and global. The influence of fashion from national and world celebrities such as K-Pop is followed massively, making it a trend setter among them. (Nugroho et al., 2022) Fashion continues to be upgraded because teenagers always prioritize appearance and expressing themselves. The rapid development of the fashion industry in Indonesia cannot be separated from the influence of social media. Social media users such as artists from abroad and within the country, influencers who unconsciously influence fashion trends managed by fashion entrepreneurs. In this way, the fashion industry will be able to meet the needs and desires of its consumers. (Mansur, 2020) Decisions and loyalty from consumers and customers are the focus of entrepreneurs to be able to survive and be sustainable in business. Updating information technology and production technology is currently a major part of marketing management, because it is very necessary to create and market products widely, even worldwide. Keeping up with increasingly rapid technological developments is a must for every marketer (Hasan et al., 2022)

Technological developments have changed various aspects of life, including consumer behavior. Changes in the way of obtaining information, the need to make decisions quickly without being bound by time and space. Other changes in fulfilling the need for self-actualization in cyberspace also have a direct or indirect impact on consumer behavior in purchasing and consuming products or services. In the end, this change in behavior must of course be responded to by marketers with the right strategy, for example promotion, distribution and product service strategies to consumers, namely utilizing internet technology, this increasingly rapidly developing technological sophistication is also being utilized by business actors to develop their business by use digital marketing because the promotional reach is quite far so the marketing media is quite broad, for example social media such as Instagram, TikTok and Shopee as promotional media to offer the products they sell, either with content, posters or live. (Dewita et al., 2023) This increasingly sophisticated technology for obtaining information makes it easier for consumers or Gen Z to get information or buy goods related to products, for example, Instagram, young people or Gen Z now always use social media for their daily needs and for learning activities, therefore Instagram It can also be a platform for young people to find out what products the brand has on its own Instagram. There is complete information in its Instagram Bio regarding social media or marketplaces owned by the brand, such as Shopee or TikTok. TikTok itself can now also be a technological development to promote its products because Gen Z in the current era, scrolling on TikTok seems to have become a favorite among Gen Z people by just scrolling to see videos and information, therefore the brand makes it easier for Gen Z people to get really good information. instantly by looking at reviews related to products on the brand by looking at content or live TikTok. This is why if we look at Gen Z, they prefer to see content rather than browser spreads or images. Furthermore, Shopee itself offers various conveniences or very attractive offers for Gen Z people who always want to follow trends, especially for students who can be said to be unable to buy anything because of prestige. Therefore, Shopee provides offers such as discounts at certain moments such as 1.1, 2.2, or the close to 11.11. There, Shopee offers massive discounts, which of course makes it easier for Gen Z or students who want to meet their needs to continue following the development of fashion trends but is constrained by funds, Shopee also provides Shopee PayLater in installments

according to the needs of Gen Z but funds are still constrained by student funds, Shopee itself provides Shopee PayLater to meet the needs of Gen Z who want things instantly and easily, Shopee itself also serves payments such as BCA, BRI, BNI, MANDIRI, or other types of digital wallets to make payments easier. At Shopee itself there is also a live service for consumers who want to ask questions and want to CO directly on live, if there are interesting products or other more interesting offers. (Business and Marketing & Fika Widyana -Salsabilla Ramadhanti Batangriyan, nd-a)

With all the convenience that the brand has provided for consumers, especially Gen Z, who want everything instantly and easily, it can also influence the brand image of a company. (For et al., n.d.) This will make it easier to buy the product but does not reduce the quality of the product, because brand image is no less important and has a big influence on sales. Brand image itself is formed from things that make consumers remember the product and a good image is very profitable for the company because consumers sometimes subconsciously recommend the product to other people.

In the end, this change in behavior must of course be responded to by marketers with the right strategy, for example promotion, distribution and product service strategies to consumers, namely utilizing internet technology, this increasingly rapidly developing technological sophistication is also being utilized by business actors to develop their business by use digital marketing because the promotional reach is quite far so the marketing media is quite broad, for example, social media such as Instagram, TikTok and Shopee as promotional media to offer the products they sell, either with content, posters or live which will also have an influence on a brand image. a company because brand image is no less important and has a big influence on sales. (Digital Marketing: Definition, Advantages, Types and Objectives, 2023) Brand image itself is formed from things that make consumers remember the product and a good image is very profitable for the company because consumers sometimes subconsciously recommend the product to other people.

According to Revaldo and Rusmanto (2020), Digital marketing is a form of promotion of products or services by companies that utilize one or more forms of electronic media or called digital media, looking from this point of view digital marketing is a company's way of promoting goods or services in order to form preferences in marketing their products through electronic digital media. (Ekowati et al., nd) The role of digital marketing in a business is certainly very important because digital marketing is currently widely applied by business people and entrepreneurs. Digital marketing was chosen because it responds to increasingly sophisticated technological advances and all matters are done digitally. This will increase marketing and sales prospects for a business. Therefore, its use is felt to have a good and big impact on the running of the business and promotion of business actors. The use of digital marketing as a promotional and marketing media has many benefits and uses for the brand or product of a business, in this case digital marketing which includes several aspects What is used must be able to attract targets or consumers to do so. Therefore, marketing using digital marketing that is implemented must have the function of increasing linkage by increasing sales. One element that is no less important and has a big influence on increasing sales is brand image. Brand image is an image or perception about a brand that continues to be remembered in the minds of consumers. The brand or product's brand image will indirectly be formed with the digital marketing strategy which will later form the brand image, and good perception if you have a good image will also influence sales because of the good quality of goods that emerge from the brand image. will continue

to be embedded in the minds of consumers when purchasing products.(Ekowati et al., nd; Saputra & Ardani, 2020)

Digital trade cannot be avoided and will continue to develop as time goes by. Currently, the fashion business creates competition, the fashion industry is growing. However, in the method of selling collections to consumers, we have to keep up with changing times. In other words, fashion industry players must direct sales more through digitalization, both from social media, sales websites and so on. This requires business actors to be more creative and innovative in all aspects to attract more consumer buying interest. The main thing is to communicate digital marketing and create a brand image that is packaged attractively. Digital marketing is a marketing strategy used to attract, engage and retain an audience and create a brand image by creating and sharing valuable and relevant content.(Hidayati et al., 2023)

The development of ways to promote fashion products online and easy access on the internet has made online trade competition in the fashion industry increasingly fierce. One company that has successfully implemented digital marketing and has a brand image is Dobujack. Previously, the Dobujack brand started out only selling t-shirts, which in the end, to increase competitiveness in sales, the Dobujack brand offered a variety of products that had a good brand image regarding quality and service as well as access to purchasing its products which was quite easy, the Dobujack brand itself expanded his business by creating various outfits such as shoes, bags, jackets, hoodies and sweaters. Each outfit has a different fashion concept. To find out about the various products that are being bought and sold or to make it easier for consumers to access them easily in the era of increasingly sophisticated technology, the Dobujack brand makes it easier by using social media such as Instagram, Shopee, TikTok. There are various kinds of products listed there to make it easier for consumers to buy the goods they want. Interested, if it's still unclear regarding Dobujack products, the Dobujack brand offers and explains its products via live TikTok. If there are consumers who want to ask questions, you can chat directly in the comments column regarding what they want to know about products from the Dobujack brand which can then be explained directly. The product is where the digital marketing strategy is implemented. As well as consumers' personal responses or understanding of Dobujack which are available on live TikTok and the comments column on the responses they have arise from interactions that have occurred with the Dobujack brand, because marketing through digital marketing will create perceptions that remain in memory. A consumer indirectly creates a brand image which also influences increased sales.(Khasanah, 2020)

In writing this, the thing that encouraged or motivated me to carry out this research was to see how important digital marketing and brand imagery are in the world of business and sales and to be able to train in good and correct writing. The aim of this research is to find out the extent of marketing strategies through digital marketing. and the brand image created by dobujack can boost marketing or sales.

Theoretical basis

Before discussing what digital marketing and brand image are, it is necessary to first understand the basic meaning of marketing itself. Marketing is a managerial process that enables individuals or groups to get what they want by creating, offering and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers.(Hasan et al., 2022)

Marketing strategy

Meanwhile, marketing strategy according to (Kotler and Armstrong, 2012: 72) is an idea for companies in marketing so that they hope to create value for customers and gain mutual benefits with customers. Marketing strategy is various ideas or plans about how to develop or think about the company's impact strategy. various activities or marketing plans for the needs or demands of certain target market products, with all kinds of advertising promotion strategies, sales promotions and so on.(influence of marketing mix and marketing strategy, nd)

Digital Marketing

In Tri Rachmadi (2020), marketing a product or service using a technological medium that requires using digital media is digital marketing. In digital marketing, there are technological media that can be utilized, such as the media we take for example: websites, social media, marketing media and advertising. Good and correct application of digital marketing can make a company have a further market reach so that it can make the company more advanced.(Khoziyah & Lubis, 2021)

Brand Image

According to Tjiptono (2015:49) a consumer's confidence in buying goods or towards a particular brand is the brand image, brand image is a consumer's memory of the brand image or the belief that is embedded in the consumer's mind. The brand image itself has a big influence on sales because of the brand image that embedded in the consumer's mind, creating a feeling of wanting to buy furniture with a brand image that is already embedded in the consumer's mind.(Business and Marketing & Fika Widyana -Salsabilla Ramadhanti Batangriyan, nd-b)

RESEARCH METHODS

The type of research used is netnographic research. The approach that uses an ethnographic approach is a netnographic approach when conducting research on a culture on the internet and community. This research uses qualitative research using netnographic methods. According to Robert V Kozinets in his book entitled Netnography: Doing Ethnographic Research Online.(J Muntu et al., nd)Netnography is observation or learning that understands the scope in which there are people who interact with each other to form their own culture and social system. Therefore, the research method is observational where the researcher not only joins the virtual community but also actively participates. also data collected by joining a community on the internet and conducting participatory observation. Netnography has become a popular ethnographic approach with the existence of various communities on the Internet such as Instagram, Shopee, TikTok and other social media. In this research, most of the research was carried out by observing people's interactions with an object which can be seen through social media, for example in the comments column or live on social media.(J Muntu et al., nd)

RESULT

Based on observations we made of the Dobujack Brand by observing and analyzing through social media, along with technological developments, business actors are intensively implementing digital marketing strategies in the current era because of its very wide reach for selling or promoting their products, with For example, we made observations through 3 social media or promotional media owned by the Dobujack brand, namely: Instagram, TikTok, Shopee. By carrying out an

understanding through observation of 3 promotional media for the Dobujack brand, several things were found that could be described and interpreted based on the results of the capture/image in the live interaction room and comments left in the comments column.(Putri & Marlien, 2022)

Instagram

In this research we looked at Instagram as our research medium because in the current era Gen Z expresses themselves through Instagram by uploading or uploading photos to be posted on Instagram with all the fashion styles or outfits they wear, therefore Instagram is also a promotional media which plays a very important role in carrying out promotions especially with fashion brands like Dobujack, on Instagram itself there is a lot of information regarding product types and examples of fashion models that are easy to find which makes it very easy for Gen Z to choose or view Dobujack brand products. I have received several photos on Instagram as follows:

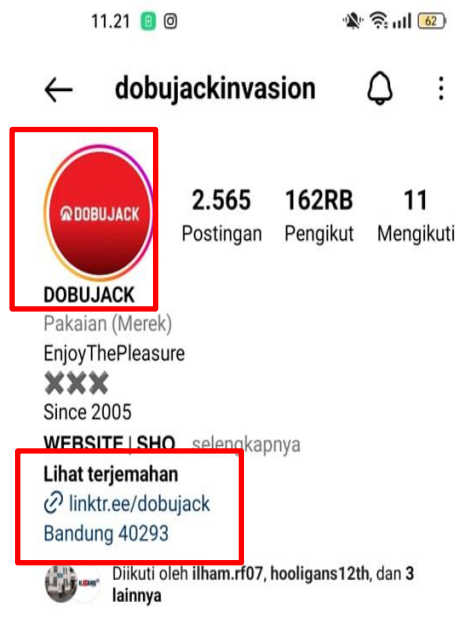


FIGURE 1.1

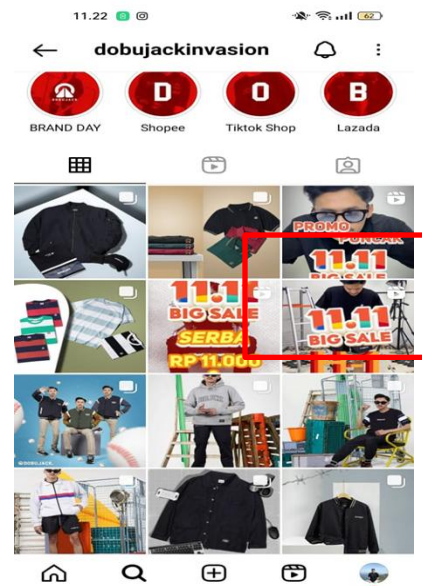


FIGURE 1.2

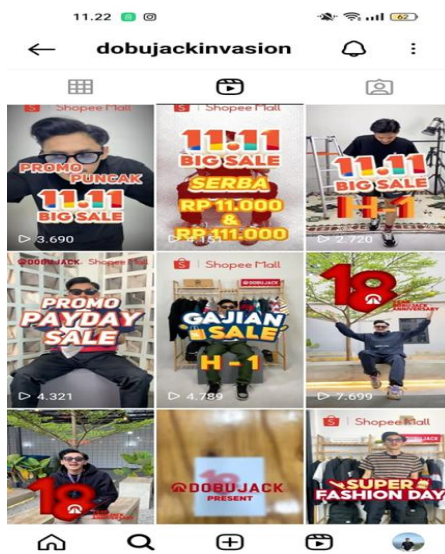


FIGURE 1.3



FIGURE 1.4

Figure 1.1 explains that the Instagram account owned by the Dobujack brand has 162,000. followers which contains information related to the products being sold with all kinds of photos and content in the form of videos, every day the Dobujack Brand always creates stories on its Instagram account regarding existing information about the Dobujack brand through photos and content, there is also information related to links or websites owned by the brand Dobujcak to make it easier for consumers to find information.

In Figure 1.2, the Dobujack brand always provides information using fashion photo styles played by influencers or Dobujack brand fashion models to make it more attractive to Gen Z in choosing the products they want to buy or provide information to consumers regarding discounts like the one recently 11.11 so they don't get left behind. information

In figure 1.3, the Instagram social media belonging to the Dobujack Brand also displays several fashion video content related to Dobujack products worn by Dobujack brand fashion models, making it easier for consumers to find or choose items that suit each consumer's style.

Figure 1.4 explains that consumers who have purchased the Dobujack brand can mention it to the Dobujack Brand's Instagram account so that a Dobujack brand Instagram story can be created to be an example of a product-related review so that it can attract other consumers.

TikTok

The next media as material for my research is TikTok, where now TikTok has become a forum for self-expression for Gen Z, it has also become a forum for expressing creative ideas for young people and all information wrapped in content or videos is packaged as attractively as possible so that TikTok becomes its own attraction. among young people so that it can be used as a media for promotion. We have received several examples of TikTok media belonging to the Dobujack Brand

which are used as promotional media which contain content related to the Dobujack brand:

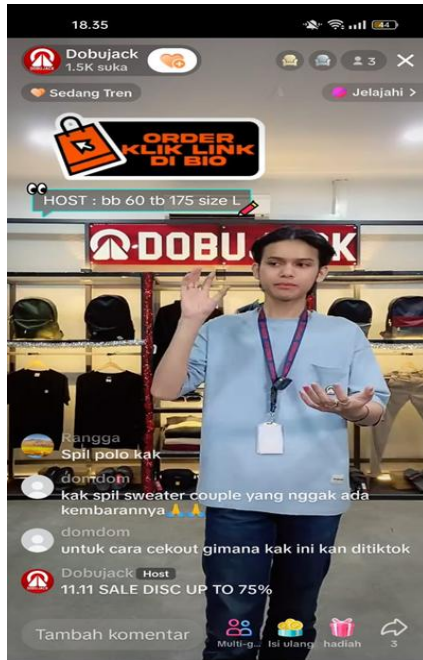


FIGURE 2.1

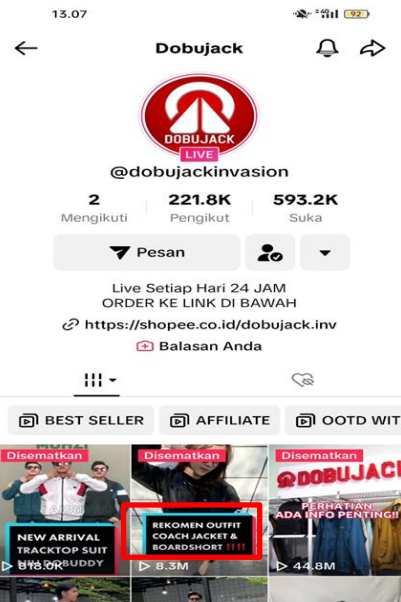


FIGURE 2.2



FIGURE 2.3

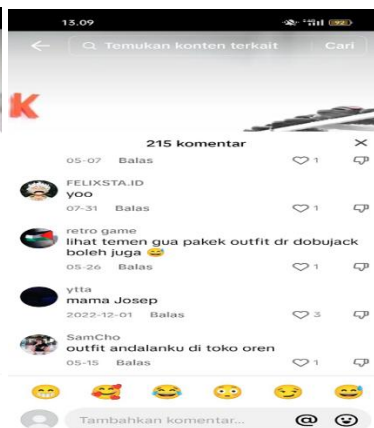


FIGURE 2.4

Figure 2.1 there explains that the TikTok account belonging to the Dobujack brand has 221.8k followers, where the Dobujack Brand TikTok has video content containing interesting outfits or fashions which are packaged in video form. In fact, the content created by the Dobujack brand is successful, let's take an example what I marked with the number of viewers for each content was 818.0k, 8.3M, 44.8M so that it was able to attract consumers to see the product but packaged with content or video

Figure 2.2 The Dobujack Brand uses live tiktok to promote goods but can directly interact with consumers regarding information they want to know about the products owned by the Dobujack Brand through comments during the live event

which will then be explained by the telent or influencer who is promoting during the live tiktok where the telent is in charge Dobujack products will also be provided with information regarding weight and height, making it easier for consumers to choose the right size or the right fashion design.

Figure 2.3 and figure 2.4 explain that thanks to the video content created by the Dobujack Brandwas successful because consumers who were interested and who had purchased left a trail of comments regarding reviews of Dobujack brand products

Shopee

The next media is Shopee, a marketplace that is used by the Dobujack brand to sell the products it owns. The Dobujack brand itself at Shopee offers all kinds of offers related to the products it has with all kinds of offers such as the recent discount, namely 11.11, for consumers easily. Buy products virtually or from home with lots of payment methods and make it easier for Gen Z who have a lifestyle that wants it instantly or quickly. Below I have captured several related Shopee marketplaces owned by the Dobujack Brand:

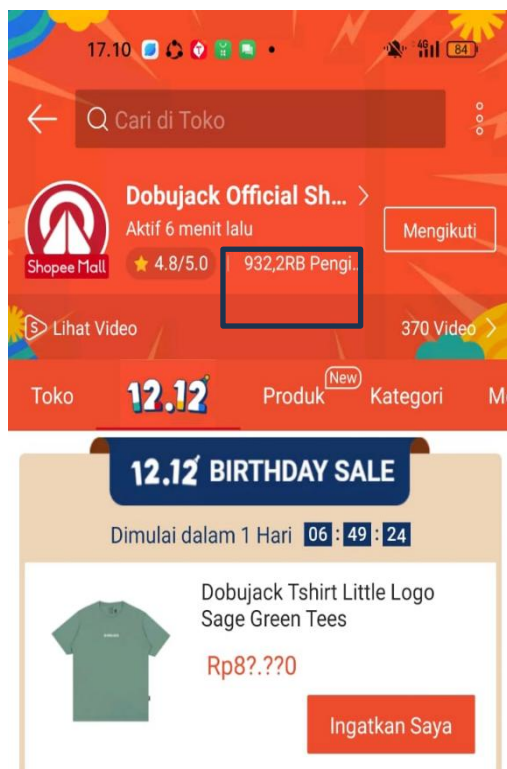


FIGURE 3.1

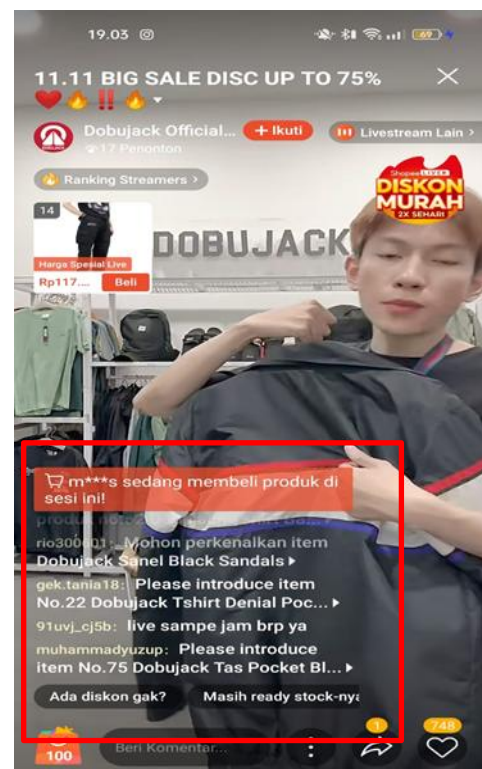


FIGURE 3.2

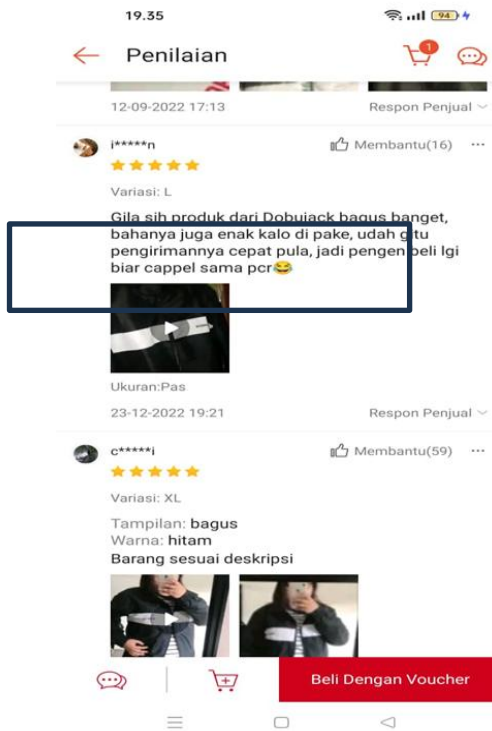


FIGURE 3.3

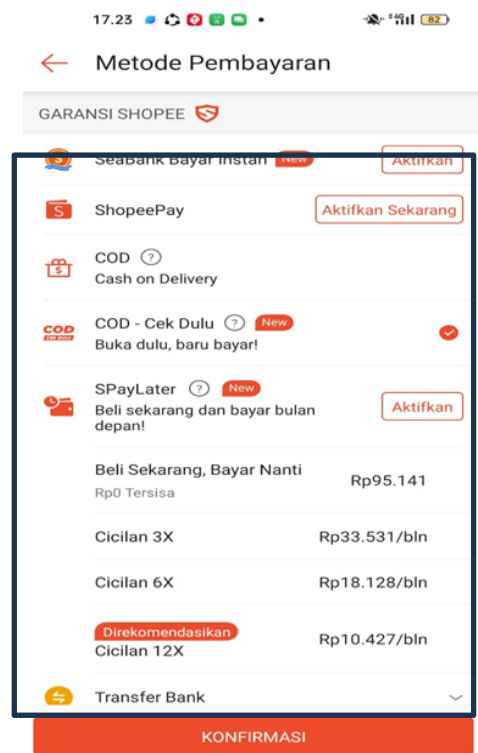


FIGURE 3.4

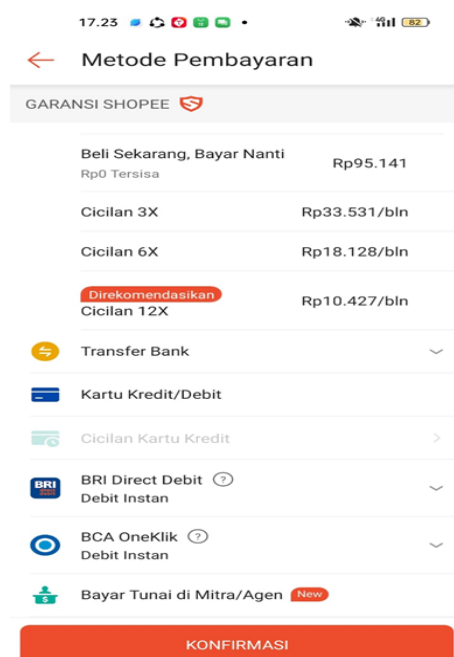


FIGURE 3.5

Figure 3.1 Shopee belonging to the Dobujack brand has 932.2 thousand followers, in which there are various kinds of products owned by the Dobujack brand, such as clothes, jackets, shoes, sandals or all kinds of fashion that consumers need,

available in the Dobujack brand's marketplace, which continues to follow fashion developments. which exists

Figure 3.2 where the Dobujack brand uses Shopee to do live and can promote with consumers and can interact directly between consumers and telents assigned by the Dobujack brand to promote the product so that if there are consumers who are interested in the product they can immediately buy the product while live, sometimes There are also attractive offers only during the live event, making it easier for consumers to buy products like those in the picture in 3.2.

Figure 3.3 explains consumers who have left a trail of comments regarding Dobujack brand products that have been purchased on Shopee regarding the advantages and disadvantages of the Dobujack brand.

Figure 3.4 and figure 3.5 where the Dobujack brand makes it easy for consumers to make payments using various payment methods that have been provided, even using paylater as in figure 3.4 where consumers can make payments in installments once a month.

DISCUSSION

With the digital marketing owned by the Dobujack brand, such as Instagram, which is targeted at young people or Gen Z, where Gen Z is currently using Instagram for all kinds of things, such as expressing themselves, or looking for information, so Dobujack uses Instagram as a medium to promote, using media. the content and photos are as attractive as possible with the products used by telents or influencers to make them more interesting, so sometimes consumers who are interested or have already purchased the products they own can leave comments in the comments column on Instagram. It is not uncommon for consumers to also mention friends and even boyfriends to buy to know about Dobujack's good products, even consumers who have purchased can use the products that have been purchased and then create an IG story and comment on Dobujack's Instagram which will later be reposted indirectly, which is a marketing strategy to promote the product, on Instagram itself there is also information such as which is complete regarding websites such as Shoppe and TikTok belonging to the Dobujack brand if consumers want to know more.(Putra & Ardini, nd; Ratna Pamikatsih et al., nd)

Next is TikTok, TikTok has become a trend or attraction among young people with various video content, the Dobujack brand also uses TikTok by creating video content because TikTok content or videos are very easy because Gen Z is currently more interested in content than browsers or something like that. On the other hand, scrolling videos or content on TikTok has become popular among young people in this era, so doing promotions on TikTok is a huge opportunity to promote the Dobujack brand, on TikTok itself there is a live feature that can interact directly with consumers, making it easier for Gen Z to choose the product you want to buy, but with the closure of the TikTok shop, consumers who want to buy the product are directed to Shopee which has provided a link or website to be able to buy on Shopee.(Hilal Ramadhan et al., 2021)

The Dobujack brand also uses Shopee to buy and sell its products whose aim or target market is to make it easier for Gen Z who want instant everything and the latest fashion styles but can be obtained easily. For example, the Dobujack brand Shopee offers lots of discounts, especially on 11.11 there are special discounts. quite big, not just big discounts, the Dobujack brand also offers various payment methods, for example pay later, consumers can easily make payments in installments every month.(Inayati et al., 2022)

In this way, Instagram, TikTok, Shopee helps in carrying out digital marketing strategies with all methods such as content with consumers leaving comments in the Instagram, TikTok or Shopee comments column so that it can be used as consideration for new consumers to buy Dobujack Brand products and an easy way to get information. and payments that are quite helpful or easier for Gen Z, which is one of the target markets, because Gen Z wants everything instantly and wants to get good quality products and follow emerging fashion styles, but funds are still hampered by students' pockets.(Ratna Pamikatsih et al., nd)Thus, with all the conveniences that have been provided by the Dobujack brand, it will provide a good image of the Dobujack brand which will be embedded in the minds of young people so that they are able to search for products and will always be reminded of the Dobujack brand which will provide all the conveniences but will not reduce the quality of the product. .

CONCLUSION

With the digital marketing carried out by the Dobujack brand which uses social media such as TikTok, Instagram and Shopee which also influences the brand image of the Dobujack brand, it is able to create traces of comments left by consumers in the Instagram social media comments column for uploading content packaged with both by the Dobujack brand, as well as by TikTok, consumers leave a trail of comments on video content that is so viral that it has millions of viewers and the live TikTok created by the Dobujack brand has a big influence on promotional activities through digital marketing. Shopee also plays an important role in providing a good perception to consumers with the convenience provided regarding payments and purchases as well as information regarding Dobujack brand products but does not reduce product quality, thereby increasing Dobujack brand sales which will continue to increase with digital marketing strategies and brand image. which consumers indirectly form a perception of the ease of purchasing or the quality of the Dobujack brand which is left in the comments column on promotional media belonging to the Dobujack brand so that it can become a review or attraction for new consumers based on the reviews left in the comments column so that sales will continue to increase.

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