

Digital Marketing Strategy in Increasing Competitive Advantage of Companies (Chewid Fashion Case Study)

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DOI: <https://doi.org/10.52403/ijrr.20240345>

ABSTRACT

Competition in the same area and similar products being sold means that Chewid Fashion must increase innovation in digital marketing to increase the number of consumers. Therefore, the aim of this research is to explore the digital marketing strategies that have been implemented by Chewid Fashion to increase sales. The approach used is qualitative, with the owner of Chewid Fashion as the main informant. Observation, interviews, and documentation are the data collection techniques applied in this research. The results show that Chewid Fashion has adopted various marketing strategies, including promotion through Chewid Fashion's digital marketing involves advertising strategy, collaboration with influencers, and product innovation. SWOT analysis uses the Internal Factor Analysis Summary (IFAS), External Factor Analysis Summary (EFAS) matrix, SWOT diagram and SWOT Matrix. The results of the analysis show that the highest weight is 0.71 for strengths, 0.24 for weaknesses, 0.86 for opportunities, and 0.29 for threats. The average score on the IFAS matrix is 3.41, while on the EFAS matrix it is 3.29. The conclusion of this analysis places Chewid Fashion in quadrant I, indicating the need to implement aggressive growth strategies in marketing.

Keywords: SWOT Analysis, SWOT Matrix, Business Strategy

INTRODUCTION

The current evolution of business shows an increase in increasingly intensive competition in an effort to dominate all types of markets, both large scale and small scale, compete with each other and are involved in intense competition and actively try to win market share with various strategies and initiatives. The main goal of this competition is so that companies can successfully sell as many products as possible to consumers who need them. The combined effectiveness of a company's marketing activities, which is determined by indicators such as market share growth (Lestira Putri Warganegara & Suciwati Amna, n.d.). Promoting and presenting the best products from a business can significantly influence customer interest and purchasing decisions. Hence, organizations need to increase activity, creativity and innovation in this approach. The presence of a solid marketing management system is crucial for companies to be able to compete effectively with competitors in the market (Nofita & Dunan, 2022). Thus, companies must be able to master various marketing strategy methods to increase sales with positive performance. The future success or failure of a business often depends on the extent to which entrepreneurs implement

smart strategies to advance their business and maintain business continuity in the long term. In the business world, marketing strategy is not only important, but also very crucial for maintaining sustainability. The use of appropriate marketing strategies is expected to reduce the risk of company failure or bankruptcy. Therefore, decisions regarding strategy must be taken by individuals or teams who have competence, understand market conditions well (Marta Juandi, 2021).

The development of fashion businesses in Indonesia continues to experience increasing complexity and competition (Alfatera Unpar, 2021). The city of Bandar Lampung, as a vast urban center, offers rapid growth opportunities for various business ventures. Many micro, small and medium enterprise (MSME) units in this city have the opportunity to develop greatly in the long term. The Bandar Lampung region, with its diverse economic sectors represented, provides significant opportunities for MSMEs to grow and develop. The existence of a number of MSMEs in Bandar Lampung shows high potential in playing a role in the regional economy. In the long term, MSMEs in Bandar Lampung have the opportunity to make a positive contribution to local economic growth and create jobs. Therefore, the economic conditions and diversity of business sectors in this city create a supportive environment for MSMEs to achieve success in their development. Chewid Fashion is a business that operates in the fashion and style sector by selling various women's fashion ranging from clothes, trousers, hijabs. Chewid Fashion is a modern MSME player that sells online and offline in stores and e-commerce such as Shopee. In principle, the core of business goals is to create satisfaction for customers, and one way to do this is by fully understanding consumer needs and desires. Business people must continue to innovate to create new models because business competition is increasingly fierce and requires them to keep up with the times. The

large opportunities and promising opportunities with the latest models and supported by human resources make business people continue to innovate.

Digital marketing is something that must be done to introduce new products, especially in the current information technology-based era. With the widespread availability of information, consumers in this era have better knowledge and greater power, because they are able to evaluate information and make purchases based on the best choices they determine (Lubis Renny, 2023). Buying online has become part of today's modern lifestyle, because there are so many conveniences, and online shopping is also proof of the development of communication technology, the convenience of shopping via the internet makes it very easy for users to shop, search for products without having to worry. Having to travel which takes time and also incurs certain costs. in terms of costs and finances. Various marketing methods implemented by companies include internet marketing which aims to make it easier for consumers to determine and interact freely through media (Hamsinah, 2018). In this era of developments that continue to develop along with increasingly sophisticated technological advances, the business world is experiencing significant growth in its marketing strategies. It cannot be denied that every entrepreneur is obliged to have an understanding of technology, especially mobile phone devices which are now owned by various levels of society, to make various daily activities easier. Marketing for Chewid Fashion itself is carried out on various social media. As a result, more and more followers and visitors come. The majority of customers who come to stores or shop online are women. The quality of the products, prices and locations presented provide high satisfaction. This marketing strategy aims to create customer satisfaction so that they make decisions to make repeat purchases. In this case we can see the products and prices sold by Chewid Fashion.

Table 1. Shopee Revenue January - December 2023 on Chewid Fashion

NO	Month	Income	Development Income (%)
1	January	Rp25.008.000	-
2	February	Rp27.980.000	11,88
3	March	Rp43.251.000	54,58
4	April	Rp54.300.000	25,55
5	May	Rp44.230.000	-18,55
6	June	Rp37.865.000	-14,39
7	July	Rp39.500.000	4,32
8	August	Rp46.760.009	18,38
9	September	Rp44.100.000	-5,69
10	October	Rp41.700.000	-5,44
11	November	Rp40.900.000	-1,92
12	December	Rp45.000.000	10,02
Total		Rp490.594.009	78,75
Values			7,16

Source: Data processed in 2023

Based on table 1, it can be seen that Shopee's income for January-December 2023 regarding Chewid Fashion tends to increase with an average of 7.16%

Knowing business strategies that can be used to increase sales at Chewid Fashion is the aim of this research.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a series of marketing and brand building activities that apply various media, such as blogs, websites, e-mail, AdWords advertisements, and various social media platforms (Romadlon et al., 2020). With the support of technology that continues to develop, business people, entrepreneurs and consumers can enjoy the convenience and effectiveness of implementing digital marketing strategies. Some marketing techniques included in the digital marketing domain include Search Engine Optimization (SEO), online advertising such as that done on Facebook and Google, promotions via print media, television and radio advertising, the use of electronic billboards, and marketing via email (email marketing), marketing via mobile devices (mobile marketing), and other methods.

Competitive Advantage

A form of competitive advantage is defined as a group of factors that separates a small company from its competitors and gives it a unique position in the market, making it

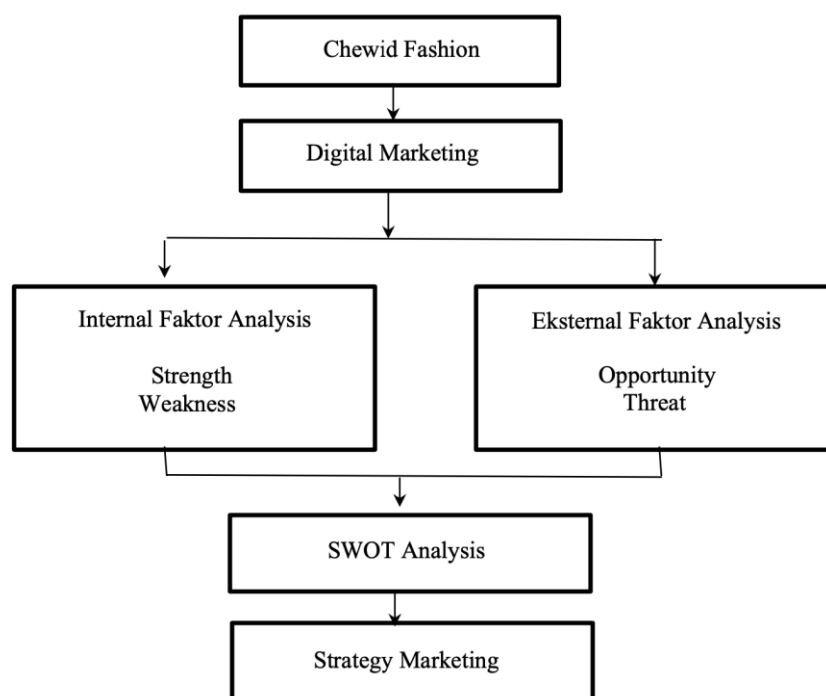
superior compared to its competitors (Lisdiani et al., 2023). In this context, the success of Human Resources (HR) who understand and have entrepreneurial skills will create advantages in dealing with various internal and external factors of the company. With this understanding, HR can more effectively manage these factors and formulate them as strategies that provide benefits for the company. In this way, the company can create changes that provide significant differentiation compared to its competitors.

Previous research that focused on digital marketing strategies covered various industrial sectors, including research on Cafe Bree SweetandFreeze by Nina Rezeki Amalia (2023). In this research, it was revealed that the cafe uses various strategies to promote its brand and attract customer interest. One of the strategies implemented is through advertising promotions by working with influencers on social media, who are able to utilize the influence of influencers to increase brand visibility and reach a wider audience. Another research conducted by Nurjana Rumengan (2023) related to PT Amanah Products. The Istiqlal Manado Syariah branch of the pawnshop revealed that this pawnshop adopted various strategies such as market development, product development, market penetration, backward integration, forward integration and concentric diversification. Ayu Rizki Wulandari (2021) in her research on Sari Rasa Sanan Tempe Chips in Malang found

that digital marketing helped increase income and sales volume, having a big impact on increasing sales of these products. Hany Setyorini (2016) revealed in his research on WS Soekarno Restaurant that this restaurant maintains its corporate image, restaurant facilities, quality and service as a strategy to attract consumers. They also utilize technology for marketing

and maintaining good relationships with restaurant suppliers. Research by Reza Elyarni (2016) regarding PT. SAP indicated that the company is increasing promotions to consumers, opening new branches, and implementing new marketing strategies to increase efficiency and accommodate increased interest from customers.

Conceptual Framework



MATERIALS & METHODS

This research applies qualitative methods, in accordance with the explanation of Sugiyono (2015). The qualitative method is a research approach based on the philosophy of postpositivism, used to investigate the natural conditions of the research object. Through observation, interviews and documentation this data was collected. The main source of data consists of primary data obtained through direct interaction with the owner of Chewid Fashion, as well as secondary data originating from previous research journals. This research method involves SWOT analysis, which aims to provide guidance so that companies can be more focused. SWOT analysis is used to

compare thoughts from various perspectives, identifying strengths, weaknesses, opportunities and threats. It is hoped that this analysis can become the basis for companies to formulate strategies with the aim of maximizing the use of strengths and opportunities, while minimizing weaknesses and threats that may be faced in a market full of risks (Rizki et al., 2021). The SWOT analysis steps are carried out through the Internal Factor Analysis Summary (IFAS), External Factor Analysis Summary (EFAS) matrix, SWOT diagram, and SWOT Matrix. This approach provides a systematic framework for evaluating and identifying relevant elements for developing company-based strategies.

RESULT & DISCUSSION

IFAS and EFAS Matrix Analysis

The IFAS matrix is applied as a tool to assess the extent to which these internal factors contribute to the company's strengths

or weaknesses. In this matrix, evaluation is carried out based on certain ratings and weights for each identified internal factor (Rangkuti, 2014).

Table 2. Summary of Internal Factor Analysis (IFAS)

Internal factors	Weight	Rank	Score
Strength			
1. Product quality is guaranteed and able to compete	0,18	4	0,71
2. Products always innovate following the latest trends	0,18	4	0,71
3. Product prices have been adjusted to consumer purchasing power	0,12	3	0,35
4. Promotions have an influence on consumer purchases	0,12	4	0,47
5. Strategic location	0,18	4	0,71
Sub Amount	0,76	19	2,94
Weakness			
1. Lack of product variants for men	0,12	2	0,24
2. Products are not prioritized for all age groups	0,12	2	0,24
Sub Amount	0,24	4	0,47
Total	1,00	23	3,41

Source: Data processed 2023

Based on the calculation results contained in Table 2 Internal Factor Analysis Summary (IFAS), it can be concluded that the total score for the strength factor is 2.94, while for the weakness factor it reaches 0.47. The total score for internal factors (strengths and weaknesses) reached 3.41. The External

Factor Analysis Summary (EFAS) matrix is used as an evaluation tool to assess the extent to which external factors play a role in a company. In this matrix, evaluation is carried out based on ratings and certain weights for each identified external factor (Rangkuti, 2015).

Table 3. External Factor Analysis summary (EFAS)

External Factors	Weight	Rank	Score
Opportunity			
1. Good relationship with consumers	0,21	4	0,86
2. Collaboration with suppliers	0,14	4	0,57
3. Consumers buy in large quantities	0,21	4	0,86
4. Collaborate with artists/celebrities as brand ambassadors	0,14	3	0,43
Sub Amount	0,71	15	2,71
Threat			
1. Similarity of product to competitors	0,14	2	0,29
2. Many opportunities in the same area	0,14	2	0,29
Sub Amount	0,29	4	0,57
Total	1,00	19	3,29

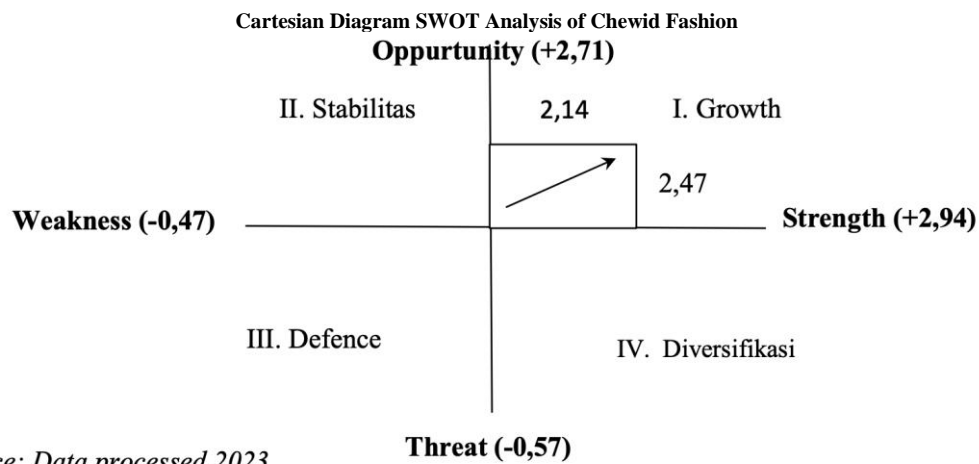
Data Source Processed 2023

The total score for external factors of opportunity reached 2.71, the calculated threat factor was 0.57. Meanwhile, the total score for external factors reached 3.29.

Diagram SWOT

Based on the results after identifying internal and external factors and creating a Cartesian diagram which is the next stage after creating the IFAS and EFAS tables.

From the results of the IFAS and EFAS tables, each factor can be described as follows: strengths with a score of 2.94, weaknesses with a score of 0.47, opportunities with a score of 2.71, and threats.) with a score of 0.57. The difference between strength and weakness factors is 2.47, while the difference between total opportunities and threats is 2.14.



Source: Data processed 2023

Based on the Cartesian diagram above, it is very clear that Chewid Fashion shows strong strength and is able to take advantage of existing opportunities. From the Cartesian Diagram, it can be seen that the company's strategy is in quadrant I. This situation supports the adoption of policies or strategic steps that aim to maximize the company's internal strengths and take advantage of opportunities that arise in the external environment with a growth strategy or aggressive growth strategy. So it does not rule out the possibility for Chewid Fashion to expand its market share.

SWOT Matrix

The SWOT matrix provides a visual depiction of the relationship between a company's internal and external factors, thereby helping in formulating the right strategy. By leveraging internal strengths to optimize external opportunities, companies can create effective growth strategies. Conversely, by overcoming or minimizing internal weaknesses and confronting external threats, companies can develop strategies to reduce risks and increase their competitiveness. The SWOT matrix provides a comprehensive view for designing strategies that suit company conditions (Freddy Rangkuti, 2016).

SWOT Matrix

Internal factors	<p>Strength(S)</p> <ol style="list-style-type: none"> 1. Product quality is guaranteed and able to compete 2. Products always innovate following the latest trends 3. Product prices have been adjusted to consumer purchasing power 4. Promotions have an influence on consumer purchases 5. Strategic location 	<p>Weakness (W)</p> <ol style="list-style-type: none"> 1. Lack of product variants for men 2. Products are not prioritized for all age groups
External Factors	<p>Strategy (SO)</p> <ol style="list-style-type: none"> 1. Having a strategic area can improve good relations with consumers looking for guaranteed products. 2. Having a quality partner to become a supplier of goods can improve business quality 3. Carrying out attractive and appropriate promotions can increase the number of consumers significantly 4. Providing affordable prices allows consumers to increase their purchasing power. 	<p>Strategy (WO)</p> <ol style="list-style-type: none"> 1. Increase the types of clothing models for men 2. Add suppliers of goods to increase types of clothing models for all age groups.
<p>Opportunity(O)</p> <ol style="list-style-type: none"> 1. Good relationship with consumers 2. Collaboration with suppliers 3. Consumers buy in large quantities 4. Collaborate with artists/celebrities as brand ambassadors. 	<p>Threat(T)</p> <ol style="list-style-type: none"> 1. Similarity of product to competitors 2. Many competitors in the same area 	<p>Strategy (WT)</p> <ol style="list-style-type: none"> 1. Innovate in determining men's clothing models to be able to compete with other stores. 2. Adding clothing models for all ages means that Chewid Fashion has a wider variety of clothing products.

Source: Data processed 2023

SWOT Matrix Analysis for SO strategy

By utilizing the strengths it has, Chewid Fashion can formulate marketing strategies that can optimize opportunities in the company by having strategic areas that can improve good relations with consumers to look for guaranteed products, having quality partners to become suppliers of goods can improve business quality, doing Attractive and appropriate promotions can increase the number of consumers significantly and provide affordable prices, making consumers increase their purchasing power.

SWOT Matrix Analysis for WO strategy

By designing strategies to reduce Chewid Fashion's weaknesses, the company can maximize the utilization of existing opportunities. This allows companies to determine effective marketing strategies to increase the types of clothing models for men and add suppliers of goods to increase the types of clothing models for all age groups.

SWOT Matrix Analysis for ST strategy

Using the advantages that Chewid Fashion has, it can proactively face threats and take advantage of opportunities that can arise at any time by improving guaranteed quality so that it can compete with other stores and improving promotions well to outperform competitors in the same area.

SWOT Matrix Analysis for WT strategy

By minimizing internal weaknesses, Chewid Fashion can reduce the risk of external threats that may arise, namely innovating in determining men's clothing models so that they can compete with other stores and adding clothing models for all ages, making Chewid Fashion have more clothing product variants.

CONCLUSION

The digital marketing strategy carried out by Chewid Fashion by carrying out online sales via social media such as Instagram and using e-commerce platforms such as Shopee, Chewid Fashion has the

opportunity to expand its consumer reach globally. These online sales provide broader access to consumers, allowing them to evaluate product quality and reputation. Apart from that, they can carry out transactions digitally, providing convenience and practicality in shopping online. Chewid Fashion's implementation of digital marketing strategies is expected to significantly increase sales by strengthening relationships with consumers, providing convenience in online transactions, and expanding market coverage. From the SWOT analysis, it can be seen that Chewid Fashion is in a strategic and relevant position, especially in quadrant I (growth), showing success in implementing digital marketing strategies.

SUGGESTION

From the research and conclusions obtained, there are various strategies that can be applied to increase sales at Chewid Fashion. In applying this strategy, Chewid Fashion owners need to carry out online and offline promotions with buy 2 get 1 to lure consumers to try Chewid Fashion products online and discount prices online and create unique products that show the characteristics of Chewid Fashion.

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: The authors declare no conflict of interest.

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How to cite this article: Annisa Cynthia Wardhani, Tri Lestira Putri Warganegara. Digital marketing strategy in increasing competitive advantage of companies (Chewid fashion case study). *International Journal of Research and Review*. 2024; 11(3): 360-367. DOI: <https://doi.org/10.52403/ijrr.20240345>
