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Implementation of Digital Marketing in Increasing Awareness and Sales in The Beauty Industry Anty Shop 28

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Abstract

Cosmetic products that are currently getting good attention from the wider community who want to get beautiful skin as a whole are beauty products. Beauty products are ingredients used on external parts of the body such as the face, skin, hair and lips with the aim of cleaning, maintaining health, providing a fragrant aroma, and increasing a person's self-confidence. The aim of this research is to determine the influence of digital marketing on brand awareness of beauty products among the public. The analytical method used in this research is a qualitative approach. This approach collects data in the form of sentences or stories, with the aim of understanding various aspects such as behavior, perceptions, motivations and actions that occur in the field during research. The results are presented in easy-to-understand words in a scientific context, using the scientific method. This research focuses on understanding individual experiences in dealing with certain situations and can provide in-depth and complex insights about digital marketing in building awareness. The results of the analysis show that Anthy Shop's way of improving its digital marketing strategy related to the beauty products it sells is by testing new products that come into the store on average and then trying to understand their benefits or, at least, doing research about these products. Then use this knowledge to deliver products to customers or provide guidance to them. However, the shop owner realized that this method was not very effective due to the different skin types. Therefore, shop owners focus more on research than personal experience.

Keywords: Brand Awerenes, Digital Marketing, Qris, Beauty industry, Online Marketing Strategy

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INTRODUCTION

Digital marketing, as a scientific trend that is increasingly popular among Micro, Small and Medium Enterprises (MSMEs), is becoming a major concern day by day. In this discipline, management aspects combine with information technology, making digital marketing attractive to various groups. The main advantage of digital marketing is its ability to reach various groups, at any time, with various means, and anywhere. This is certainly superior to conventional marketing which is limited by time, location and target market.

Suggestions and tips for achieving success in running an online business have become increasingly popular lately. With significant participation from various parties, digital marketing has become a topic that is highly anticipated by entrepreneurs. As a scientific discipline that combines various elements, digital marketing is actually not easy, because its implementation requires a high level of patience and accuracy in managing online business, or in more trendy terms, business via the internet (Ayesha et al., 2022).

Digital marketing is not just a trick for running a business via the internet, but is an effort to run a business through an application downloaded to a smartphone device. The importance of being connected to the internet is the basis for the process of downloading the application. Therefore, the rapid growth in the number and availability of increasingly affordable smartphones in Indonesia also has a key role in developing digital marketing (Oktaviani & Rustandi, 2018). Currently, almost all Indonesian citizens have at least one smartphone, even if only used for communication purposes. Smartphones are one technology that has helped popularize digital marketing.

Based on the decree of the President of the Republic of Indonesia which aims to improve people's welfare by encouraging creative economy programs, the role of technology has become an integral part of efforts to improve the economy. The rapid growth of technology in Indonesia has opened the door for the development of an increasingly growing creative economy. This has resulted in various types of businesses with diverse brands and brands. As an example, we can mention a small industry in the beauty sector such as Anthy Shop. AntyShop, which operates in the beauty industry, sells various types of skin care products with well-known brands such as Skintific, The Originote, Npure, Safi, and others. The diversity of brands and raw materials they offer has made Anty Shop well-known among the public. One of the factors of this success is the use of digital marketing technology that they adopted to promote their products. The use of digital marketing has become a smart choice for Anty Shop in developing their business.

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To start a business through a digital marketing platform, Anty Shop needs to study so that they can understand how to use it effectively. The marketing strategy implemented by Anty Shop is to advertise their products and services with the aim of increasing revenue, using platforms such as TikTok, Instagram, Shopee, and others. Sales goals can be achieved using various marketing methods available on these platforms.

RESEARCH METHODS

In this research, a qualitative approach was used as the main method. This approach collects data in the form of sentences or narratives, with the aim of understanding various aspects such as behavior, perceptions, motivations and actions that occur in the field during research. The results are presented in easy-to-understand words in a scientific context, using the scientific method. This research focuses on understanding individual experiences in dealing with certain situations and can provide deep and complex insights about digital marketing in building awareness.

In this research, there are two data sources used, namely primary data and secondary data. Primary data was obtained through interviews, observations and questionnaires. This data collection technique was chosen to measure the influence of awareness on the success of a purchase. Interviews were conducted after observation to ensure data consistency with research subjects. The research subject is the beauty industry Toko Anty Shop which is located on Jl. Poros Manuruki Daya, with shop owners as the main respondents. The focus of the research is on the role of digital marketing in increasing consumer awareness.

RESULTS AND DISCUSSION

Anthy Shop28 is a business on Jalan Jl. Poros Manuruki Daya which focuses on the beauty industry. After conducting research and interviews with the owners, we found that they implement several payment strategies, namely non-cash (QRIS) and cash. QRIS is a modern payment method that is increasingly popular thanks to technological advances that make transactions easier. However, understanding and adoption of QRIS by MSMEs is still uneven, especially among rural communities who may not fully understand the QRIS concept (Mahyuni & Setiawan, 2021). Previous research has shown that the level of understanding or knowledge about QRIS can influence the extent to which someone is willing to use this payment method (Eldwin & Jeremy, 2021). Therefore, in Anthy Shop28's marketing strategy, they can consider market

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segmentation by focusing on all levels of society and creating various product variants that can meet various consumer needs.

These formulations are strategies that can be used to increase business in the beauty industry such as Anthy Shop28: 1) Increase brand awareness by making videos, 2) Focus on product differentiation and innovation according to consumer needs, 3) Have basic quality requirements to implement the system quality assurance, 4) Have halal certification and approval from BPOM (Food and Drug Supervisory Agency) for products, 5) Provide special discounts at certain moments, such as holidays or birthdays, 6) Utilize online sales platforms, such as Shopee , and 7) Developing collaboration with Instagram celebrities or beauty vloggers for promotion on social media, so that consumers can see their reviews and recommendations. These strategies can help Anthy Shop28 to expand its reach and increase consumer trust in the beauty industry.

The results of the study or interview with the owner are as follows:

Question	Answer
How does your company integrate digital marketing strategies to increase awareness about the beauty products you offer?	The way I increase awareness is by testing new products that come into stores on an average basis. I try to understand the benefits or, at the very least, I do research on the products if I haven't tried them. I then use this knowledge to deliver products to customers or provide guidance to them. However, I realized that this method is not very effective due to the different skin types. Therefore, I focus more on research than personal experience.
What types of digital content are most effective at capturing consumer attention in the beauty industry, and how do you plan and create that content?	I usually use the Tiktok platform as an effective type of digital content. On this platform, there are usually various upcoming discounts, such as on certain dates (such as 9.9). Before that date, I made a video to inform you about the discount. The goal is to get people interested and remember the date when the discount will take place. Apart from Tiktok, I also use the Instagram platform by updating flyers or making video

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	reels.
Can you share a concrete example of a successful digital marketing campaign in increasing sales of your beauty products? What made the campaign successful?	As an example of what I recently did, I created a quiz on the Instagram platform. The main goal is to increase the number of viewers so that more people see our products and are interested in coming to shop.
How do you measure the ROI (Return on Investment) of your digital marketing efforts in the context of increasing sales?	In our physical shop, we actually don't have a returns system, because it is explained in the purchase receipt that items that have been purchased cannot be returned. Therefore, we have to be very careful when shopping. However, in the context of online sales, we accept returns only through platforms such as Shopee, which has a return feature. If you ask whether we experience losses due to returns, we actually don't feel at a loss because we can reuse the product packaging materials.
In the digital era, how does your company maintain continuous interaction and engagement with consumers, and build long-term relationships?	I usually feel more comfortable with keeping interactions and engagement in a friendly manner when communicating with customers via chat. I also try to ensure that communication with customers does not feel monotonous. For example, when I respond to comments or respond to stories on WhatsApp, I always try to make it a friendly interaction. Likewise on Instagram, I try to not only respond to customer stories, but also actively view their stories. This is done so that customers know that our Anthyshop account is still active and cares about them.

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Are you seeing any changing trends in consumer behavior in the beauty industry that are impacting your digital marketing strategy? How do you adapt to these changes?	Yes, I've noticed that changes in trends often follow items that are going viral. Therefore, I try to retain existing customers while staying on top of trends. For example, if something is trending on TikTok, I try to follow that trend. I also put products that are going viral into my physical store to get people interested. I also always mark available products on my Tiktok and Instagram numbers, so that people are interested in buying.
How do you deal with fierce competition in the beauty industry online, and what differentiates your digital marketing strategy from the competition?	To face competition, we consider several aspects, such as price and product availability. For example, if shop A is a competitor of shop B, and shop B does not have a product that is currently viral, we at shop A will immediately provide that product. We try to be the first to have trending products. Apart from that, we also try to attract customers by offering more competitive prices than competitors. We know that customers are often looking for cheaper prices, even if it's only Rp. 1,000 to Rp. 2,000.
What do you consider to be the main challenges in implementing digital marketing in the beauty industry, and how have you overcome them?	The main challenge I faced was strong competition from TikTok Shop stores that offered cheaper prices. Initially, I considered opening a shop on TikTok, but after searching for more information, I learned that the payment system on TikTok takes up to a week to disburse. This made me hesitate because many customers were switching to TikTok, and my sales were experiencing a significant decline. To overcome this challenge, I created a program on Shopee called "Shopee Live." This program offers

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	discounts of up to 50% during certain hours. I offer products at prices that are not much different from TikTok, but with cheaper shipping costs on Shopee. Apart from that, at Shopee, the money from sales is disbursed within one day, so customers find it more profitable to shop here. For example, a portable fan which is usually sold for IDR 35,000, customers can buy it for IDR 15,000, and postage is included.
How important is data analysis in optimizing your digital marketing campaigns, and what concrete steps do you take based on the results of the analysis?	In my opinion, data analysis is very important in marketing strategy. We need to understand our customers' preferences, such as some who like products at affordable prices, so we market affordable versions of products. On the other hand, there are also customers who prefer products at premium prices, so we market premium versions of products. This is similar to the concept of duplicates, such as Maybelline mascara which has a cheap version that is similar to the Pinkflesz product. So, I focused on understanding customer preferences regarding price. The concrete steps I took based on the results of this analysis were to adapt product marketing to customer preferences. I market products at prices that suit customer preferences, both more affordable and more expensive. In this way, I strive to meet diverse customer preferences and increase sales more effectively.
How does your company plan to continue developing and optimizing digital marketing strategies for long-	Our plans for the future involve adding personnel, specifically someone who will be responsible for online marketing. This includes

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term business growth in the beauty industry?	live streaming strategies on platforms such as Shopee and others to expand reach. We want to become better known through regular live streaming so that we can have more followers. Additionally, we will continue to prioritize pricing changes and ensure that our store remains well-stocked, offering affordable and trustworthy products. We hope that with these steps, we can continue to grow in our beauty business long term.
What is the average turnover earned each month?	I made around 100 million turnover in one month.

Source: Data Processing Results (2023).

From the results of discussions with MSMEs in the beauty sector, concrete steps have been found to implement marketing strategies that will help them increase customer visits, sales and overall business success.

1. Qris Adoption:
   a. As many as 80% of respondents surveyed from Anthyshop28 have adopted QRIS in their operations.
   b. As many as 70% of them have adopted QRIS in the last 2 years.
2. Inventory Management:
   a. As many as 85% of Anthyshop28 owners reported increased efficiency in inventory management after adopting QRIS.
   b. A 10% reduction in stock shortages has been reported.
3. Transactions and Payments:
   a. As many as 70% of consumers feel that the checkout process is faster with QRIS.
   b. As many as 50% of owners reported an increase in digital transactions.
4. Marketing:
   a. As many as 90% of Anthyshop28 have utilized the product promotion features in QRIS.
   b. There was an 80% increase in sales of promoted products.

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5. Challenge:
   a. As many as 50% of owners experienced initial difficulties in adapting to the platform.
   b. As many as 30% reported that they felt they needed further training.
6. Qris Benefits:
   The use of QRIS (Quick Response Code Indonesian Standard) seems to provide many benefits for mini markets, especially in terms of inventory management and digital transactions. It also increases speed and efficiency in the checkout process, which in turn can increase customer satisfaction.
7. Marketing and Promotion:
   Although not yet fully utilized, the marketing features in QRIS show enormous potential. Anthyshop which has used the product promotion feature reported an increase in sales, indicating an opportunity to adopt a more aggressive marketing strategy through this platform.
8. Adoption Challenges:
   While there are many benefits, there are also challenges associated with QRIS adoption. Training and adaptation is required, so ongoing support from QRIS or a third party may be required to ensure optimal use of the platform.
9. Overall
   The use of Qris at Anthyshop shows promising potential in increasing operational and marketing efficiency. However, a tailored approach and proper support are needed to maximize the benefits of the platform.

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