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STDP STRATEGY ANALYSIS AND E-MARKETING OF ANGEL COLLECTION IN BATAM

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Abstract

The purpose of composing this practical work activity aims to develop an E-marketing system and sales strategies by determining segments, target markets, positions, and differentiation which are designed to increase the sales of Angel Collection. This practical work uses interview observation, design, and implementation methods. Designing a system for making social media that is in accordance with the needs of Angel Collection, such as creating a Shopee/Instagram account and collaborating with the necessary resellers. Angel collection have been able to produce Segment, Target Market, Differentiation and Positioning (STDP) and E-Marketing strategies. clear.

Keywords: *Social Media , Collection, E-Marketing*

Introduction

Batam is a city with a very strategic location. Besides being on international shipping lanes, this city has a very close distance and is directly adjacent to Singapore and Malaysia. As a tourism city, of course, there are many business opportunities that can be run, one of which is a collection business. Along with the development of technology in the world that is increasingly advanced and rapidly so that people have a life that is faster, more effective, and efficient. Technological developments bring changes in social media activities such as Instagram, Facebook, Shopee and so on. Internet access has now become a necessity in obtaining information and can even be a source of livelihood for millions of online sellers, according to research (Winduwati, 2021). To choose fashion products such as bags, is not easy. In addition to convenience, bag design must always keep up with this very important era. It's the same with clothes, using the right bag will make our appearance better. On the other hand, the presence of attractive and trending products can increase the prestige or image of those who wear them. Various collections of bags are now offered by manufacturers at various, competitive and affordable prices. Bags are made with attractive designs, patterns, models, and pictures and have many variations and colors in order to meet the needs of consumers or users. However, because of this competition, many bag shops that have lost the competition have become quiet on weekdays, one of which is Angel Collection. Angel Collection are less active in marketing

their products through social media, one of the platforms used is Instagram with the @angel.violets account to promote to the public. This lack of active promotion through social media makes their accounts passive and lacks information related to their new products, so people are curious and want to find out. about these products become less interested in the absence of the latest information from them. This promotion still has not been able to attract the attention of the public, there is no development in sales or developments that are just like that, less extensive e-commerce marketing and a lot of competition. Angel Collection must take action to increase sales. As with E-marketing, it needs to be developed to support the Angel Collection business activities and take sales actions such as creating an account at shopee and doing advertising as a marketing medium as well as planning STDP strategies, namely: market segmentation (segmenting), determining target markets (targeting) that can provide an overview to determine which segments will be served and targeted, and product determination (positioning & differentiation).

Method

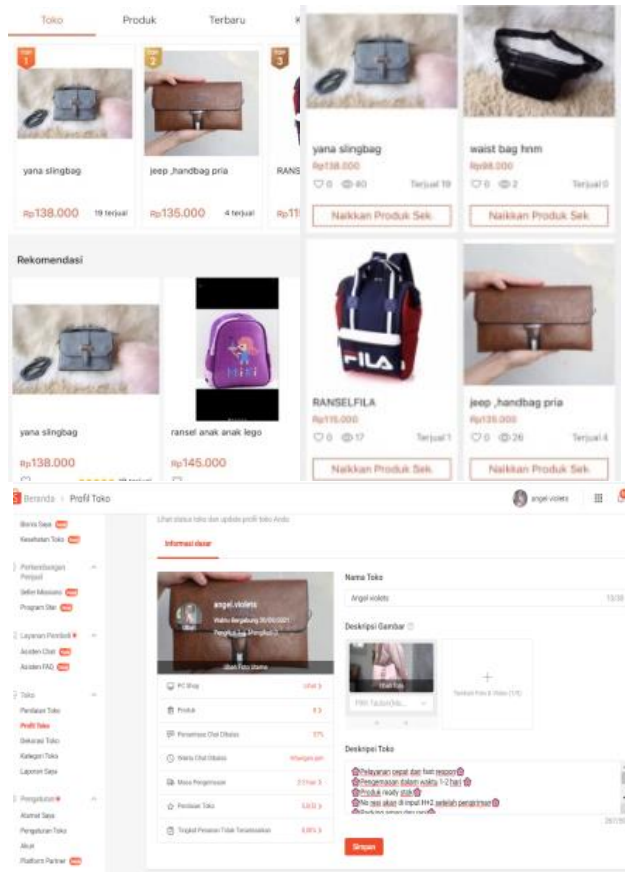
In carrying out practical work, the researcher uses several data collection techniques, namely observation and interviews. Interview activities are collecting data which is done orally by asking questions to the parties concerned and also observation. Observations are carried out by observing the Angel Collection directly. The results of the interviews and observations will be summarized in the form of documents. Interviews are conversations carried out by two parties, namely the interviewer and the interviewee (Pratama, 2020). With that, the researchers directly conducted interviews with Mr. Irwanto as the son of the owner of the Angel Collection which aims to understand the problems that are currently being faced. Observation is a method of collecting data by reviewing or observing directly in the field or research location to obtain observations from the object under study. By direct monitoring without interacting with business owners. In this practical work report, the author will apply this method to observe operational activities by related companies.

Discussion

This practical work activity starts from September 2021 to December 2021. For three months, in this practical work process, observations are carried out, as well as direct interviews with the Angel Collection owners and analyze STDP planning (segmentation, targeting, differentiation, positioning).) and E-Marketing. The output planning for this activity implements STDP (segmentation, targeting, differentiation, positioning) and also E-Marketing on the Angel Collection. The implementation of the plan is prepared in detail. The application applied to the Angel Collection is to create a shopee account and a website link that makes it easy for customers to order the products they want. As well as doing advertising through Instagram ads. Here are the results of implementing a marketing strategy using E-Marketing and implementing STDP (segmentation, targeting, differentiation, positioning) that utilizes the use of social media accounts including the following:

1. Shopee implementation

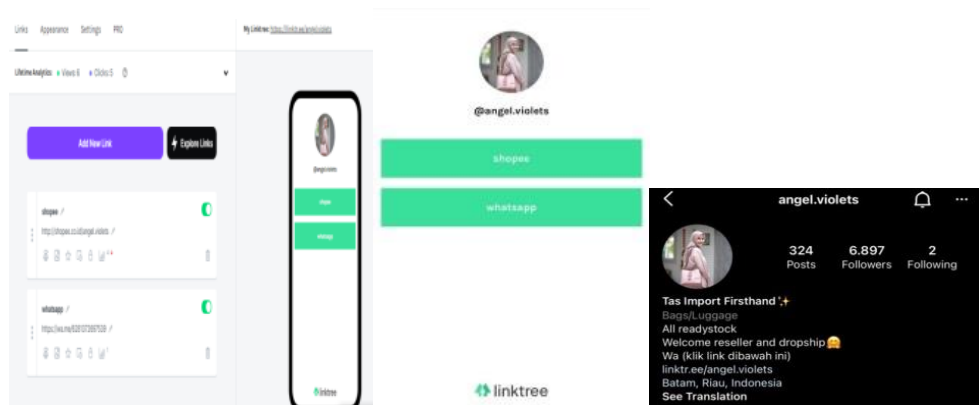
The first implementation stage carried out by the researcher was creating a shopee account and posting ready stock sales products. Ready stock.



Picture 1 shopee Angel Collection

2. Implementation of website links

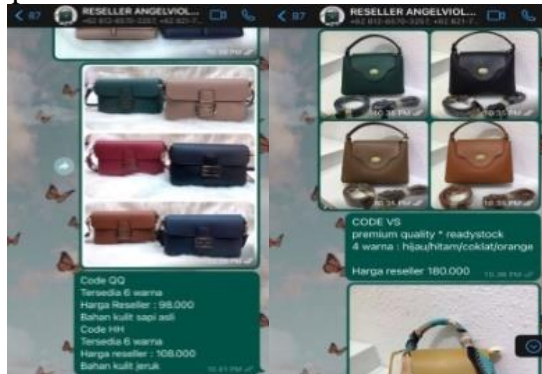
The second implementation stage carried out by the researcher is the creation of a website link that will be listed in the Instagram biography.



Picture 2 Website link Angel Collection

3. Third implementation

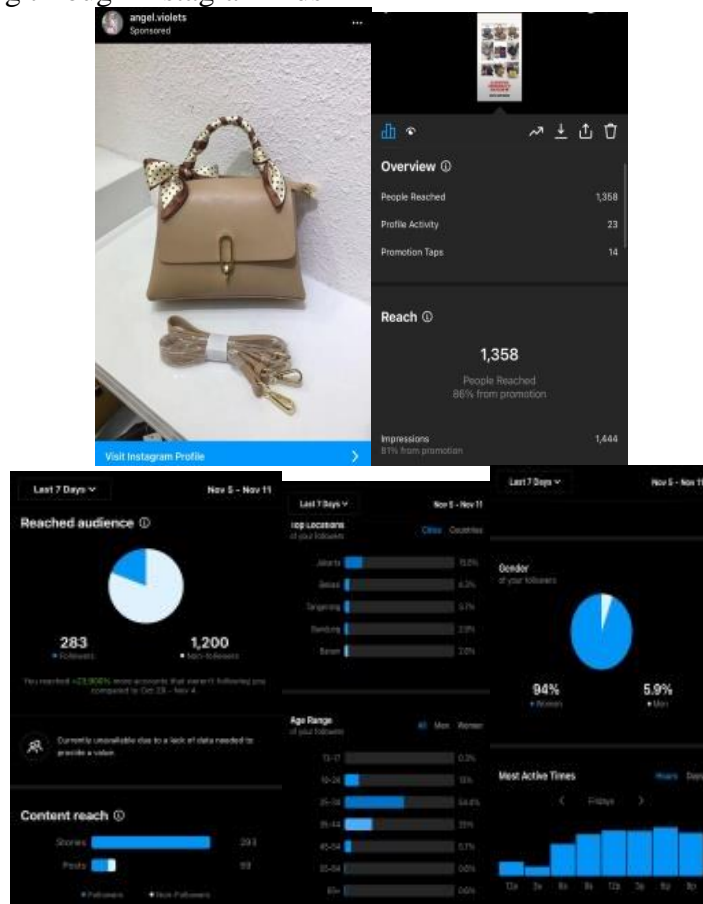
The third implementation stage is to create a whatsapp group for resellers with the condition that if you purchase 2 pcs of products at the Angel Collection, you can get reseller prices.



Picture 3 reseller group
Angel Collection

4. Implementation of *instagram ads*

The last implementation stage carried out by the researchers was advertising through Instagram Ads



Picture 4 *instagram ads*
Angel Collection

CONCLUSION

During the practical work, it can be concluded that after carrying out the implementation in the form of STDP strategy analysis (Segmentation, Targeting, Differentiation, Positioning) and E-Marketing, the results obtained by the authors for the Angel Collection are as follows:

1. Initially, the Angel Collection only did it in stores with a small number of resellers, so it was not known to many people.
2. With the results obtained during practical work activities, there are new customers who buy Angel Collection products with the help of advertisements, resellers, and website links promoted through Instagram and Shopee. The author also realizes that the products from Angel Collection have good quality at low prices.

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