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## DESIGNING AND IMPLEMENTING DIGITAL MARKETING STRATEGY FOR AJF COLLECTION

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### Abstract

The spread of Covid-19 pandemic throughout the world, including Indonesia has caused most of the daily activities to be replaced by an online system. This causes the urgency for MSMEs to implement business marketing through a digital system. This study aims to create and implement the best business strategy in this current digital era for AJF Collection which is based in Batam, Indonesia. The strategy for this business is to create an e-brochure and start implementing digital marketing by using Instagram as the social media platform. The project started from September 2021 and was carried out until December 2021. Results of the study shows that e-brochure and implementation of digital marketing through Instagram has increased the user's brand awareness towards AJF Collection's products, which hold an important key in the business customer database growth.

**Keywords:** *Digital marketing, e-brochure, social media, business strategy.*

### Introduction

Women's products such as bags, shoes, and other accessories is a product that can be found anywhere. Many places sell those products, so it is very easy for consumers to purchase them. In addition, the impact of the Covid-19 pandemic that is currently engulfing the world has caused most of the daily activities to be replaced by an online system. This causes the emergence of urgency for MSMEs to implement business marketing through a digital system (Awali & Rohmah, 2020). Therefore, a business must have a certain strategy that can make their business stand out from their competitor in similar fields. AJF Collection, as one of the local business that focuses on selling women's products such as bags, shoes, and other accessories, of course also feels the impact of the Covid-19 pandemic. According to the business owner, the income from the business has actually decreased significantly after the impact of the Covid-19 pandemic. Most of the MSMEs is also going under the same situation. This is due to a reduction in the number of tourists and local visitors since the enactment of the large-scale social restrictions, or something we know as "PSBB" in early 2020 and the impact of that has continued even until now (Wijayanti, 2021). According to the business owner, before the Covid-19 pandemic, the number of product sales could reach 500 units per month.

Meanwhile, since the impact of the Covid-19 pandemic, maximum product sales have been around 50 to 100 units per month. Based on the results of the author's SWOT analysis of the AJF Collection business, the business concerned is still using the conventional marketing system without direct marketing. Therefore, the strategy that can be applied by this business is the development and application of digital marketing, considering the large number of social media users nowadays. In Januari 2021, the number of active social media users in Indonesia had reached 170 million user. This number is predicted to increase every year (We Are Social, 2021). The aim of this strategy is to increase the database of prospective future consumers of AJF Collection

## Methods

This project focuses on creating a platform on social media to starts digital marketing. The strategy starts from designing an e-brochure and business logo design needed for the platform.

### 1. E-brochure

Brochures are one of the marketing media that are easily found in our daily life. Usually brochure is distributed in the form of leaflets that contain brief, concise, and clear information regarding a certain product that is being marketed. The use of brochures can help in increasing business sales, this is because the brochure itself is an effective marketing tool in attracting the attention of consumers (Ekanto & Nababan, 2018). In the current digital era, many businesses prefer to use e-brochure instead of leaflet brochures. This is because e-brochure has the main advantage that it does not cost a lot of money in the manufacturing process, besides that the process of distributing e-brochure is also easier and consumes minimal energy.



Figure 1.

E-brochure Source: Author (2021)

### 2. Business Logo

Logo is an identity that represents the image and characteristic of a business, organization, or institution in the form of a visual design (Johari, 2016). To imprints a unique and different brand image in consumer's mind, a business will need to have their own logo as their own trademark. In effort to do digital marketing on Instagram, the business in question requires a business logo as the representation of the business itself. Considering the current business logo design which is not quite suitable for use on social media platforms, the author

decided to create a new logo design. The following are the comparison of old and new logo designs from AJF Collection:



Figure 2.  
Business Logo Source: AJF Collection

### 3. Digital marketing implementation on Instagram

Instagram has a “feeds” feature that can be used to upload their posts in a systematic order according to the upload date and can be accessed by other Instagram users at any time as long as the feeds post in question is not deleted by the uploader. In addition, Instagram also has a story feature. With this feature, Instagram users can upload photos and videos with a maximum duration of 15 seconds which will disappear/cannot be accessed again by the public after 24 hours have passed (SAS Digital, 2020). By using the feeds feature from Instagram, the author began to upload photos of various types of products from the AJF Collection business such as bags, earrings, bracelets, and other women's accessories from October 2021 to December 2021. The author uploaded the e-brochure to reach the attention of Instagram users

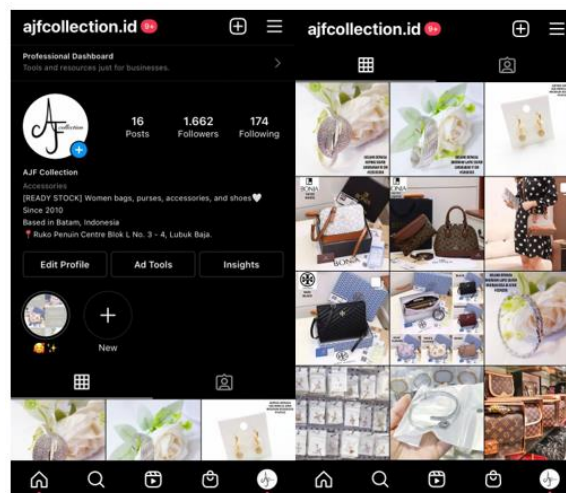


Figure 3.  
Instagram Business Account Source: AJF Collection

### Result and Discussion

The results of the implementation of the digital marketing project that has been implemented by the AJF Collection effort for about 2 months have provided several results which can be described as follows:

1. Based on the results of the insight report on Instagram, the account of the business partner in question obtained an additional database of potential customers from Instagram social media, the majority of which are women who live in Batam.

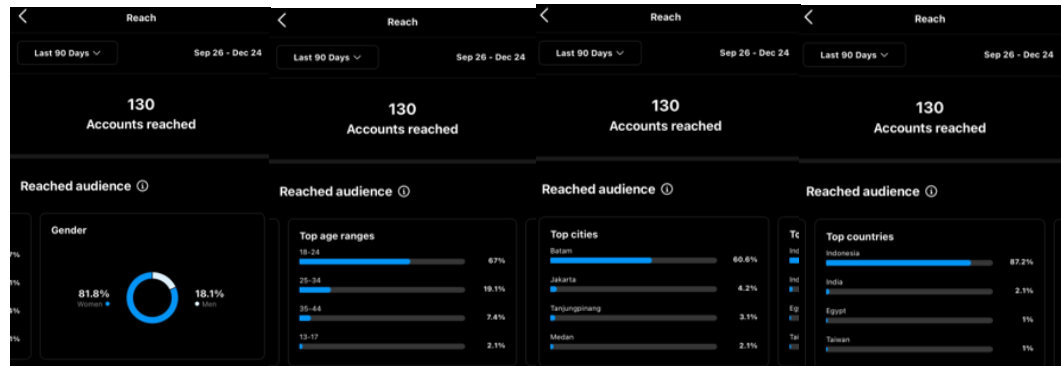


Figure 4.

Instagram Insight Overview Source: AJF Collection (2021)

2. Based on the acknowledgment from the owners of business partners, product sales in November 2021 have reached around 200 product units. Which means that there is a 1-fold increase in turnover from sales in the month before digital marketing was implemented



Figure 5.

Business Monitoring Documentation Source: Author (2021)

3. The owner of the business in question gains insight and experience related to digital marketing that can be applied to his business.
4. With the use of the Instagram social media platform as a means of digital marketing, owners become more aware of the benefits of the platform to businesses and can maximize their efforts in business marketing in today's digital era.

## Conclusions

The results of the implementation of the digital marketing design which was carried out for around 2 month showed quite satisfactory results seeing an increase in terms of sales and the database of prospective consumers of the AJF Collection, with the consideration that the time for the implementation period was quite short.

This achievement has the potential to get a more significant increase if business owners are more active in marketing through the Instagram social media platform

The author designed digital marketing through Instagram social media with the consideration that business owners have been accustomed to conventional marketing, so that if the owner start implements a marketing and sales system through e-commerce immediately, it could create a negative impact on their performance instead. The reason is because they are not familiar enough with the e-commerce or online shop system. Therefore, if in the future the owner has enough knowledges and experiences of digital marketing through Instagram social media, the author suggests that AJF Collection could try implementing digital marketing further by using e-commerce platforms such as Shopee, Tokopedia, Lazada, and others. The purpose is so that AJF Collection can reach the market outside Batam more conveniently.

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