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The Application Of Integrated Marketing In Emory Style

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Abstract

Social media is one of the most effective and efficient marketing method nowadays. Planning for creating content that suits the market for each social media such as Tiktok, Instagram, and Facebook is important in order to expand brand awareness and increase customer loyalty. Integrated marketing is a marketing system that prioritizes marketing planning for various media. The implementation of integrated marketing in Emory Style aims to tailor the content so that it can enter the market according to the target of each social media, which can be seen through the insights of each social media. the output of implementing integrated marketing in the future can become the next benchmark for a content marketing system in Emory Style.

Keywords: *Integrated Marketing, UMKM, Online Marketing, Fashion.*

1. Backgrounds

Fashion is a sector that has a great resilient during the pandemic in the last few years. Beritasatu, 2022 mentioned that fashion stand still and on the high demand even during the pandemic era. This situation is resulting the emergence of many new local brands that leads to a higher level competition between the local brands. In the marketing context, social media has an important role here. According to katadata.co.id, 2020, besides used as brand recognition and brand awareness, social media nowadays also used as a tool for raising consumer's loyalties. This situation made social media becomes a favourite marketing tool for retailers and makes social media to be a crucial thing for UMKM owners in order to expanding their markets and helps them to not only focusing on local region but throughout Indonesia (Lily Sudhartio, et, al 2023). The Socialite that has been operating since 2016 is a fashion business that sells shoes and bags under the Emory Style's brand. During this pandemic era, fashion sector's sales proven to has higher resilient than the other sector like oil and gas, natural resources, even food and beverages (BPS, 2021).

This situation gave an opportunity for new players on fashion business thereby increasing competition's atmosphere between the new and old fashion brand on this business.

(Lestari et al., 2019) Planning the trending content and interaction content that will be applied to Emory Style's social media is expected to expand their market reach which increasing both interaction with new followers, maintaining old followers, and increasing Emory Style social media account follower's enthusiasm.

So far Emory Style mainly using 3 social media as their product marketing promotion system; Tiktok, Facebook Business, and Instagram. UMKM owners must following the social media development especially on the marketing field to be known better in public and competing with old and new players. based on this explanation, the title of this research is "The Application of Integrated Marketing in Emory Style".

2. Method

For data collecting purpose on this practical work which located on Emory Style, authors using interview and direct observation. Both of these activities aim to digging up information regarding the problems that exist in Emory Style. The result of this practical work can be adapted to the problem in Emory Style in the future.

3. Result and Discussion

Emory Style received some output on this project, which are :

- 1) Interactive Content on Emory Style's Instagram story.
- 2) Engagement raising on all of Emory Style's social media platform (Tiktok, Instagram, and Facebook Business).

During the output implementation stage, the authors are directly involved and designed the entire implementation plan and execution. For this context, the author adjusts the social media content by following current trends, background music that currently "hype", and adjust the image of Emory Style as a brand.

These are the results of the implementation applied to Emory Style :

1. Video creation concept design of Emory Style on Tiktok



Image 1. Insight of Emory Style's Tiktok account before implementation Integrated Marketing



Image 2. Insight of Emory Style's Tiktok account after implementation Integrated Marketing

2. Instagram story creation & concept design of Emory Style on Instagram

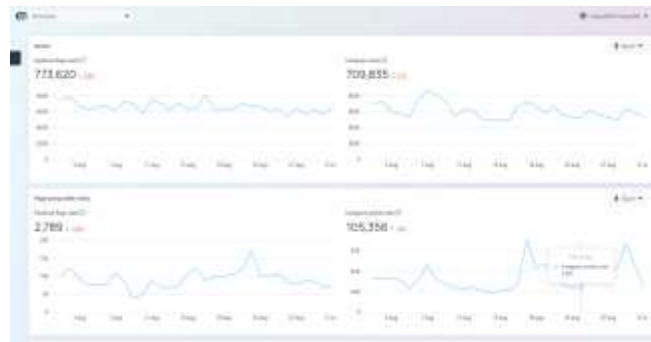


Image 3. Insight of Emory Style's Instagram account before implementation of Integrated Marketing



Image 4. Insight of Emory Style's Instagram account after implementation of Integrated Marketing

3. Catalogue content design of Emory Style on Facebook

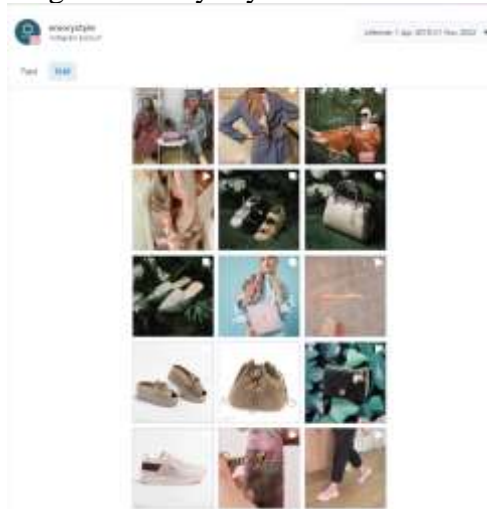


Image 5. Emory Style catalogue feed before the implementation of Integrated Marketing

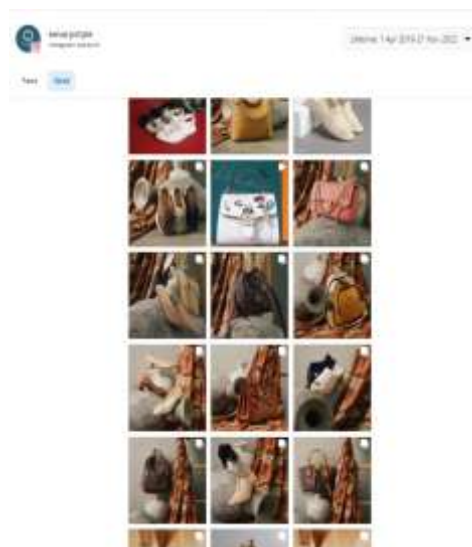


Image 6. Emory Style catalogue feed after the implementation of Integrated Marketing

4. Conclusion and suggestion

4.1 Conclusion

In this project which aims to increasing brand awareness and customer's loyalty with the title of "The Application of Integrated Marketing in Emory Style", author raising the engagement, viewer, and follower of the Emory Style's social media (Tiktok, Instagram, and Facebook) successfully..

4.2 Suggestion

Author's suggestion for Integrated Marketing at UMKM Emory Style are :

1. Conducing performance evaluation periodically for each content to maximalizing and knowing suitable and trending content for Emory Style on certain period or season.
2. Uploading content on their social media consistenly to maintain engagement with their followers.

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