

Proposed Digital Marketing Strategy for Muslim Women's Fashion Brand (Arra Style)

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ABSTRACT

Arra Style is a small and medium enterprise of women fashion brand in Indonesia initiated in November 2016, producing and selling Muslim women's apparel. In 2019, along with the declining numbers of Tanah Abang visitors, the sales of Arra Style also decreased since the brand simply relied on sales of Tanah Abang in-store transaction and WhatsApp. To adapt to changing customer behavior, Arra Style needs to adopt the existing technology and implement digital marketing. By conducting interviews with the internal and external stakeholders, the author proposed digital marketing strategies through communication channel strategies and sales channel strategies. These strategies are based on the classification of customer journey through the 5A funnel.

Keywords: Communication, Digital Marketing Strategy, Muslim Women's Fashion, Online Channel, Sales

INTRODUCTION

Fashion has an important role and meaning for humans. According to Davis (2017), fashion shows human identity, not only their gender but also their socioeconomic statuses and cultural identities. Moreover, human culture mainly determines how they choose their fashion styles. It can be the most important thing since it can come from ethnic culture, religious teachings, or family relationships.

According to the projection of Indonesia's population by religion for 2020, the Muslim population will reach 87 percent of the total population (Global Religious Future, 2015). Furthermore, in 2018 the Ministry of Industry predicted that if thirty percent of total Indonesia's Muslim women use Muslim fashion and fifty percent of them come from middle-class income, it will produce a substantial amount for a market (Bachdar, 2018). Minister of Trade in the opening of the Muslim Fashion Festival (Muffest) 2019, stated that the demand for Muslim fashion in Indonesia can reach US\$ 20 billion with a growth rate of 18.2 percent annually, assisted from online (e-commerce) and offline sales (Aldin, 2019).

Bank of Indonesia in 2018 released data that e-commerce and online transactions rose to 151 percent from the previous year or IDR 77.766 trillion, with its three top product categories, including gadgets and accessories, fashion, computers, and accessories (Daniel, 2019). It will be increased to US\$ 16,5 billion or around IDR 231 trillion in 2022 (Databooks, 2018). On the contrary, at the end of 2019, the sales performance of Arra Style products began to decline as a result of selling activities which were only prioritizing from in-store transactions since it launched, while the market and customer behaviour currently shifted. Therefore, the purpose of this research is to propose an effective digital

marketing strategy for Arra Style to improve its sales performance based on customer persona. On the other hand, the results of this study give the communication channels strategy and sales channels strategy based on the customer journey through the 5A funnel.

RESEARCH METHOD

This research was conducted qualitatively. In a qualitative research, the data are usually descriptively presented and mostly non-numerical, which means the data collected were described in words and sentences (Kabir, 2016). In general, qualitative research produces narrative or textual descriptions of the issues in the study, in which the answer research of participants is presented more in-depth understanding, since the techniques, such as interviews, allow the research participants to give highly detailed and specific answers (Johnston & Vanderstoep, 2009). The author has conducted an in-depth interview with the owner and sales employees of Arra Style's to gather and identify its problems, strategies, and current conditions. Also, the author has collected the data of potential customers through the in-depth interview by asking via phone calls due to the Covid-19 pandemic. This study collected both primary data and secondary data. These two kinds of data are crucial for this research.

Primary data are those collected from firsthand experience, unpublished, more reliable, authentic, and objective (Kabir, 2016). They come from in-person and phone call interview. This study conducted a phone call interview due to physical distancing to prevent Covid-19 transmission. This type of data is vital for this research since the author needs the information from the primary sources, and some statistical information is unavailable from the secondary data. The author arranged the interview summary of the co-founder and sales employee of Arra Style's in the Appendix. The co-founder helped the author to provide and confirm the internal data for this research.

Secondary data are those collected from published sources in any form (Kabir, 2016). The secondary data could be both qualitative and quantitative. The secondary data sources of this research come from books, published censuses, other statistical data, journals, and internet articles.

RESULTS AND DISCUSSION

STP (Segmenting, Targeting and Positioning) Segmentation

This research defined the segmentation of the market by using a descriptive characteristic of the market comprising geographic, demographic, psychographic, and personality. The key to this step is to recognize the customers. The market segment of Arra Style is presented in Table 1 below.

Target Market

Market targeting is choosing from two factors, the attractiveness of the segment and the company's objectives and resources. Table 2 below shows Arra Style's target market characters based on the internal data of the company, to sort of the target customers.

Table 1. Arra Style Segmenting

Geographic	Java Island, Sumatra Island, Kalimantan Island, Sulawesi Island
Demographic	Gender: Female Age: 19-24, 25-30, 31-36, 37-42 years old Religion: Islam Occupation: Entrepreneur, Employee, Housewife, Freelancer, Students, Artist Source of income: husband's income, parent's donor, salary, investment, self-employment Income: Above IDR 3,500,000 / month
Psychographics	Social Class: Low–Middle, Middle, Middle–High Customer Orientation: workaholic, party addict, religious, willing to sacrifice, unwilling to spend more, hipster, socialite, expressive, enthusiast to explore/try new things, self-rewarding oriented, quality-oriented, online shoppers, conventional shoppers, internet users, knowledgeable
Personality	User status: existing customers and new potential customers Benefits: hardcore loyal customers, split loyal customers, borderline loyal customers, need-based loyal customers, switchers

Table 2. Arra Style Targeting

Geographic	Urban and Sub-Urban Cities
Demographic	Gender: Female Age: 25 – 29, 30 - 40 years old Social Class: Low - Middle Class Religion: Islam Occupation: Professional, Employee, Housewife Income: Above IDR 5,000,000/ month Customer Orientation: <ul style="list-style-type: none"> - Women who concern to use a dress for daily usage and concern about Muslim appearance - Women who needs a stylish Muslim dress and have good value for money
Psychographics	Concern about Muslim style dress Have own style to express the mood Dare to explore new things, self-rewarding oriented, quality oriented Enthusiast, and internet user Social media apps users and tech-savvy shoppers
Personality	User status: existing customers, new customer and potential customers Benefits: economic and good appearance, split loyals customer

Positioning

Positioning is a step to measure the current position of the brand’s product. Proper positioning makes the brand have a chance for the present and in the future. The chart implies that Arra Style products have an opportunity to grow well and improve the positioning, especially in each target segment. The company should establish excellent communication with delivering benefits for the company's market to help measure the positioning.

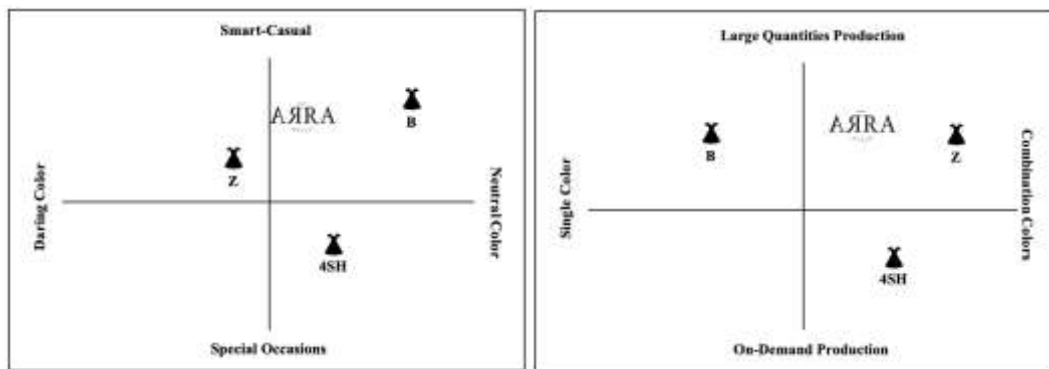


Figure 1. Positioning of Arra Style

PEST Analysis

Political

In 2019, there are numerous political strikes occurred around Tanah Abang, directly causing threats to the security of the building where Arra Style's store located. This made access to the building was closed for several days. However, supports from the government can help small and medium industries such as Arra Style to grow by following programs to increase its market share in the domestic market.

Economic

Indonesia's GDP in 2019 per capita reached IDR 59.1 million. It increased by 5.5% compared to that in 2017 and 2018. Minister of Trade provided data about the demand for Muslim fashion in Indonesia of US\$ 20 billion with a growth rate of 18.2 percent annually. To sum up, Arra Style's opportunity to stand in the Muslim women's fashion market share is enormous and allows it to positively grow in the following year. It gives hope for Arra Style to capture this opportunity and expand the business in this creative industry.

Socio-cultural

Trends in the fashion world change rapidly, including Muslim clothing, especially for Muslim women. They are starting from the choice of Muslim clothing models recently trending to attract more Muslim women to the fashion world in an Islamic way. With this fact, Arra Style's has ambition to grow and sustain in the Muslim women's fashion market by optimistically increasing interests. Nevertheless, with the trends and culture of the diverse Indonesian market, Arra Style recognizes its current target market.

Technology

Technology is an essential factor for business growth. Specifically, when the internet becomes a media to link buyers and sellers through sites and social media they use. It

is a benefit to be optimized for business. By utilizing existing technology and social media and e-commerce sites, Arra Style can be easily found by customers.

Full Life Cycle Use Case

Table 3. Full Life Cycle Use Case Worksheet

Stage	1	2	3	4	5
Action	Determining the need, and catalyst to take action	Finding out the options	Analyzing the options	Acquiring the product	Paying
Who is involved	Themselves, Influencer, Ads	Themselves, Google, Other users	Themselves, Influencer Social Media	Themselves	Themselves
When	Scrolling contents on social media or marketplace	After seeing a interesting product's design	After getting a desire to know more and take action	They adored at first sight of the product	After order to the sellers
Where	Anywhere	Instagram, Shopee, Line, WhatsApp, Website	Instagram, Shopee, Line, WhatsApp, Website	Instagram, Shopee, Line, WhatsApp, Website	Mobile Banking, Shopee Pay, E-Wallet
How	Their preferences of design, product's description	Asking, Sharing, Browsing	Asking, Sharing, Browsing	Chatting, Calling, Make order	Transfer, Digital payment

Table 4. Full Life Cycle Use Case Worksheet (Continue)

Stage	6	7	8	9	10
Action	Installing	Using and getting value	Determining the value	Buying more	Telling Others
Who is involved	Themselves	Themselves, Her Husband	Themselves, Her coworkers, Social Media	Themselves	Coworkers, friends, social media
When	After getting the product	After wear the product	After she got good appraisals from friends	New Arrival Product	After getting benefits
Where	At home	Anywhere	Anywhere	Instagram, Shopee, Whatsapp, Website	Anywhere
How	Wear it	Looks slimmer and get a nice cutting dress	Giving feedback, review rating, sharing	Re-order, Re-purchase	Sharing, Posting, Following

5A's Funnel

The connectivity era makes the initial appeal of a brand more influenced by the community surrounding the customer to determine the final attitude and loyalty measurement as the willingness to advocate a brand.

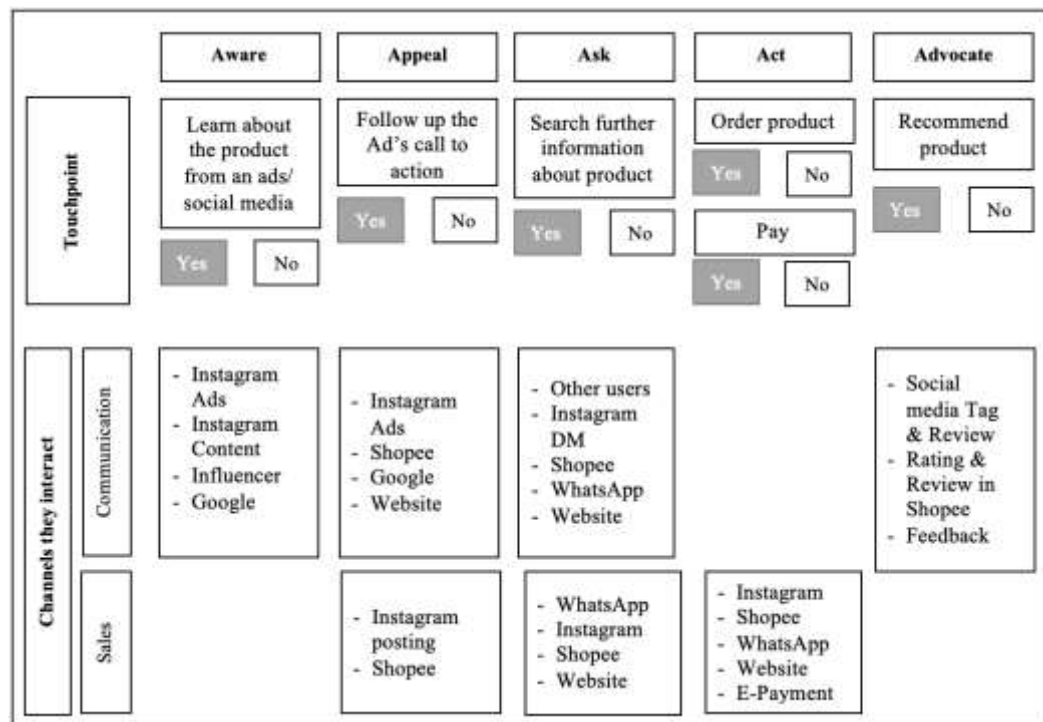


Figure 2. Mapping Touchpoints and Channels

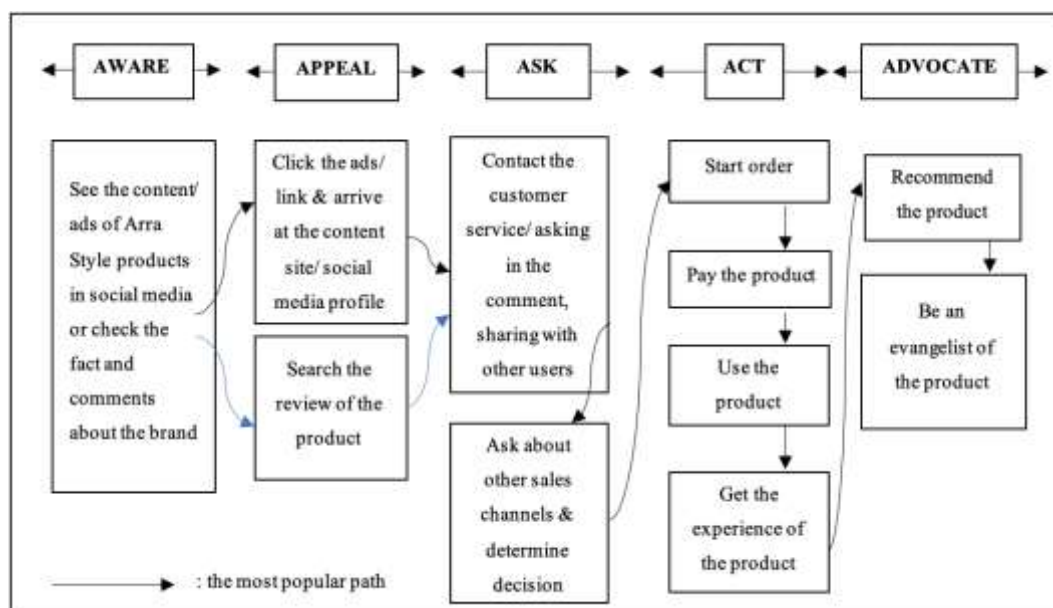


Figure 3. Mapping Touchpoints and Channels

Proposed Digital Marketing Strategies

Communication Channels Strategy

Table 5. The Five A's strategy for Social Media Communication Strategies

STEPS	STRATEGY
AWARE	<ul style="list-style-type: none"> - advertising through the social media sites (Instagram Ads) - creating the unique content to make people talk about it (Creative Digital Content) - establishing collaboration with influential people on social media to make business known to others and an endorsement (Influencer Collaboration) - using hashtag in social media properly - using referrals by existing customers (Digital Promotion)
APPEAL	<ul style="list-style-type: none"> - creating cross linkages in social media and website to generate visitors (Google My Business, Instagram, WhatsApp, Shopee) - providing clear information about description of products and using a relevant picture of products (Instagram Post) - providing clear information about the company (Google My Business, Instagram, WhatsApp, Shopee) - updating the social media post regularly and advertising when a new product is released (Instagram Ads, WhatsApp, Shopee, Website)
ASK	<ul style="list-style-type: none"> - updating the information about the products offered (Instagram, WhatsApp, Shopee) - giving responses the question, comment and feedback from followers or buyers on social media or e-commerce quickly (Instagram, WhatsApp, Shopee)
ACT	<ul style="list-style-type: none"> - clear ordering process - clear information on payment options (Shopee, E-Payment, banking transfer) - delivery options (self-pickup / courier delivery) - offer "7 days guarantee" or pre-sales customer service guarantee
ADVOCATE	<ul style="list-style-type: none"> - giveaway program (Digital Promotion) - coupon or referral program (Digital promotion) - discount payment (E-Payment)

a. Instagram Ads: It becomes a media which can be reached and seen by target customers. With Instagram Ads, the promotion of the products offered by Arra Style can be delivered effectively.

b. Creative Digital Content: After improving the content in Arra Style's Instagram profile, it should be continuing to schedule a routine post. It is the necessary steps before Arra Style does a collaboration or endorsement with Influencer.

c. Influencer collaboration: The next recommendation is collaborating with influencers. It can be a review or endorsement to attract customers to visit Arra Style profile. This strategy can also attract the interest of customers who follow the Influencer's account and gain customer trust.

d. Manage WhatsApp Messenger: Switching and adopting WhatsApp Business platform to be an excellent start to convince customers about existing and valid Arra Style's

customer care. Furthermore, customers could recognize when customer care can be contacted. Maintaining communication is the right way to get customer loyalty.

e. Google My Business: By claiming and approving a list in Google My Business (GMB) for the Arra Style business, it becomes an essential step for future SEO strategies. After the GMB list is verified, there is a significant opportunity to optimize and will give potential customers to find more information about Arra Style.

Sales Channels Strategy

a. Shopee: The customer does not need to worry about the delivery guarantee, compared to the direct transfer to the account. It can reduce fraud that can happen without the owner's supervision. Both owner and customer can have a safe transaction through a trusted platform.

b. E-Payment Activation: Cooperation with e-payment needs to simplify the handling of payments made by the customer. Transition to the cashless era will bring convenience and speed of transactions in the future. Thus, Arra Style needs to prepare for these changes.

c. Create Digital Promotion: Promotions such as payment discounts through payment gateways or sales channels can lead customers to move to easier transactions. The promotion also used to attract new customers, as well as existing customers.

Table 6. Arra Style Issue Summary

Source of Issues	Arra Style's Issues	Issue Results
Interview	Awareness of target customer	Creative Digital Contents Influencer Collaboration Instagram Ads Google
	Communication and sales channel	Shopee Instagram WhatsApp
	Promotion Content	Digital Promotion Instagram Ads Creative Digital Contents
	Customer Service Approach	WhatsApp
	Leading customer purchase decision	Digital Promotion Influencer Collaboration
	Trusted Payment	E-Payment Shopee

CONCLUSIONS

Internet penetration and escalation of digital transaction makes a new opportunity and challenging factors for some old businesses. Meanwhile, every business must be able to adapt to existing changes, so as not to be left behind and eroded by the happening progress. For this reason, Arra style, which experienced a decline in sales due to a focus on sales from in-store transactions, needs to make changes by adding sales channels through digital transaction channels.

Based on the result of the research, the author finds the answer to the research question. First, the customer persona of Arra Style is between 25-35 years old, living in urban dan

sub-urban cities, mostly living in the JABODETABEK area. They are workaholic, religious, internet users, and shopping online. Their income come from salary and husband's income.

Second, based on the customer persona and author analysis, the effective digital marketing strategy for Arra Style consists of communication and sales channels through the platform frequently used by customers. The study contends, by following the famous platform that customer persona used, that Arra Style has excellent opportunities to become great through digital channels. However, this is not an instant process because there are few things that Arra Style's teams need to prepare to penetrate the digital channels related to Five A funnels (Aware, Appeal, Ask, Act, and Advocate) analyzing from customer path. In conclusion, the customer persona, the target customer of Arra Style, has its way of finding the desired product. It certainly can be a reference for Arra Style to create a better improvement in the digital strategy to keep up with the customer journey of the persona.

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