

Peran Instagram Dalam Mempromosikan Fashion Online Di Vshopsidoarjo

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INTRODUCTION



In this article the author will analyze the marketing strategies used by online shops on Instagram. The discussion will include the role of Instagram in promoting online fashion at @Vshopsidoarjo, the impact of this content on product sales, and other factors that make the online shop @Vshopsidoarjo successful in utilizing the Instagram platform as a marketing strategy tool

INTRODUCTION

@Vshopsidoarjo is an online shop that focuses on fashion products. Who started selling his products using the Instagram platform which posts clothes, hoodies and tunics and releases different products every day. Founded in 2016 by Nurvaiza. @Vshopsidoarjo sells affordable and quality fashion products, they have succeeded in attracting the interest of many Instagram users, especially the younger generation who currently prefer fashion products at affordable prices but good quality. In an effort to market their products, @Vshopsidoarjo uses various types of interesting content and uses Instagram stories to market their products

Product

products which include physical objects, services, people, places, organizations, and ideas, in the marketing mix strategy product strategy and includes decisions about product mix, trademarks, packaging, product quality, and services.

Promotion (Promosi)

company efforts to influence potential buyers through persuasive communication. The promotional mix includes advertising (mass media), personal selling (oral presentation), sales promotion (show exhibition), and publicity (news, interviews)

Theory

Price (Harga)

- . Price is a critical factor in any marketing, business or sales. The prices created must be considered with the target market, product variations, services and competition. by offering prices that match the products offered. This aims to make it easier for consumers to buy products and also increase consumer confidence in the business

Place (Lokasi)

- good location planning, considering strategic factors, activities and ease of transportation access. Leveraging core company advantages from effective distribution strategies.
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Problem Formulation, Goals and Benefits

Formulation of the problem

Find out what factors make a successful online shop marketing strategy @Vshopsidoarjo

Is @Vshopsidoarjo able to innovate and develop in the current digital era?

Objective

Evaluating the content marketing strategy of online shop @Vshopsidoarjo on the Instagram platform

Know the content marketing strategy for online shop @Vshopsidoarjo

Benefit

To obtain a more complete picture of the situation being analyzed regarding the strategies used by the online shop @Vshopsidoarjo

To increase marketing potential for business people from selling products to customers

Research methods

Types of research

- In this research, qualitative methods were applied with a descriptive approach by collecting interview data and case studies on the research object

Data collection technique

- Field research
- Observation
- Interview

Research Informant

- owner of the online shop @Vshopsidoarjo and consumers of the online shop @Vshopsidoarjo

Data source

- Journals, Books
- Official site on the internet
- documentation

Discussion

Instagram

@Vshopsidoarjo has succeeded in optimizing the Instagram platform as a digital marketing medium to promote their online shop fashion products

4P

Online shop @Vshopsidoarjo uses a marketing strategy using 4Ps (product, price, promotion and place) as a marketing strategy via social media Instagram.

Digital Marketing

Marketing on social media is an effective marketing strategy using techniques such as hashtags, promotions, discounts, advertisements and promos

Marketing Content

successful content in digital marketing which includes how vshopsidoarjo promotes its products via Instagram using Instagram stories.

Conclusion

Online shop @Vshopsidoarjo can maximize the use of Instagram as an effective marketing communication medium. Qualitative approaches such as interviews, observation and documentation are used to collect data from various sources. The research results show that product presence through @Vshopsidoarjo Instagram content is very important to increase engagement and sales in marketing @Vshopsidoarjo fashion products. Which includes profiles, products, product videos, descriptions, feedback comments, and direct messages. In conclusion, implementing a structured marketing communication strategy and maximizing the use of Instagram as a marketing platform can significantly increase the success of online marketing.

