

Analysis of Online Marketing Activities in Enhancing Sales Performance

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Abstract:

This study was conducted to determine the effectiveness of online marketing activities such as sales systems, marketing strategies, and the influence of promotions on the sales of cake products at @Munskycake business. Social media is a platform for the community to express thoughts, activities, buying and selling, and even communicate with people within a wide reach. In this article, social media is defined as an online buying and selling activity, a media used by sellers to increase their sales revenue. The research was conducted to analyze the increase in sales at Munskycake Korean business using social media as a promotional tool. This study employed a descriptive research method with a qualitative approach and data collection through interviews and observations.

Keywords: Social media, promotion, and sales growth

INTRODUCTION

In recent times, information technology, including social media, has been rapidly developing. All information can be accessed quickly, easily, anywhere, and anytime. The advancement of technology has also led to a shift in marketing strategies within businesses. The previous methods were considered insufficient in captivating the hearts of consumers. Therefore, with the development of advanced technology, it can provide ideas and innovations to business actors in marketing their products. This can be seen through the increasing number of online transactions. This is in line with the high percentage of internet users in Indonesia who use e-commerce services to purchase specific products, reaching 88.1% in the past few months, according to a survey conducted by We Are Social in April 2021 [1].

Sellers who utilize various digital promotional media in their marketing efforts can successfully attract buyers. Purchase intention is the interest experienced by consumers towards a product, whether it is a good or a service, influenced by external and internal factors. Therefore, purchase intention arises when consumers receive stimuli from the product, leading to a desire to purchase it in order to possess it [2].

One of the turning points where online buying and selling transactions increased was during the Covid-19 pandemic in early 2020. There was a 29.6% increase in the nominal value of e-commerce transactions from Rp 205.5 trillion in 2019 to Rp 266.3 trillion in 2020 [3].

At that time, the government issued a policy called PSBB (Large-Scale Social Restrictions), which affected the business world, where no offline businesses were allowed to operate except for those related to food. As a result, some other businesses found it difficult to sustain their livelihoods due to the lack of income. However, online businesses emerged in parallel with the high activity of social media and the proliferation of online shopping applications that facilitated merchants to sell their goods/services on these platforms. This ranged from selling food, clothing, daily necessities to offering enticing discount vouchers.

Online marketing has become a new lifestyle and has created opportunities that drive high competition among business players, including SMEs. Although online marketing creates many opportunities to develop businesses through the internet and build positive relationships, there are also inherent challenges with this marketing method. Firstly, marketing can become impersonal due to the nature of virtual messages and content delivery to the desired audience. Secondly, marketers must inform their online marketing strategies with a strong understanding of their customers' needs and preferences. Thirdly,

competition becomes significant, and marketers must develop a balance of building a unique value proposition as they test and build marketing campaigns across various channels.

According to Shifman and Kanuk in Wang et al. (2012), "purchase intention is a transactional behavior that consumers tend to exhibit after evaluating a product, and adopting consumer reactions to a product to measure the likelihood of consumer purchase. Furthermore, they state that purchase interest is a self-instruction for consumers to make a purchase of a product, engage in planning, take relevant actions such as proposing (evaluator), recommending (influencer), choosing, and ultimately making the decision to purchase [4].

From the explanation above, it can be concluded that purchase intention is a behavior that occurs in consumers before deciding to buy a product, which is influenced by external factors towards the product. This greatly influences how an influencer presents the product. The better an influencer presents the product, the greater the potential to influence consumers.

Purchasing interest can be indirectly influenced by website quality through trust. This phenomenon occurs because a high-quality online store website can enhance consumer trust in the online store, thereby generating purchasing interest. Conversely, if an online store website lacks quality, consumers may feel uncertain about the credibility of the store, leading to a decreased likelihood of purchasing products through that particular website. In such cases, consumers are more likely to choose to visit other online stores that are perceived to have better website quality and are deemed trustworthy.

Munskycake Korean Online Store is a popular online culinary store among students, specializing in Korean-style sponge cakes and various types of Lebaran cookies. The online platforms used by Munskycake Korean Online Store include Instagram, Whatsapp, Shopee, and Tokopedia. This online store offers a wide range of cake designs according to the customers' preferences. Munskycake Korean Online Store also offers innovative cake products such as mini brownies and various types of Lebaran cookies at varying prices. The main objective of Munskycake Korean Online Store is to assist customers in fulfilling their cake needs and designing cakes according to their preferences in an effective and efficient manner. Customers only need to sit back and shop with just one click. The online sales conducted by Munskycake Korean Online Store provide a good option for purchasing various types of sponge cakes and cookies. However, there are still challenges and issues that frequently occur in the implementation, both from the customers' and producers' perspectives. Some of the common issues include the increase in raw material prices, damages to the cakes during delivery due to careless handling by the drivers or long distances, and customers providing inaccurate location points on maps.

Based on the background above, the author is interested in conducting a study entitled "Analysis of Online Marketing Activities in Increasing Sales (Case Study at @Munskycake)". There have been several studies in Indonesia that discuss online product sales, but research on consumer transaction preferences in purchasing cake products online has never been done before.

1. Problem Formulation

Based on the background of the research above, several issues can be formulated as follows.

- a. What are the sales system and strategies implemented by the @Munskycake account?
- b. How do producers attract consumers to purchase the offered products?
- c. To what extent does promotion influence the increase in online sales?

2. Research Objectives

Based on the research problem formulation above, several objectives can be formulated as follows:

- a. To understand the sales system and strategies carried out by the @Munskycake account.
- b. To understand the methods used by producers to attract consumers to purchase the offered products.
- c. To determine the extent of the influence of promotions on increasing online sales.

RESEARCH METHOD

In this study, a descriptive research method with a qualitative approach was employed. Through the qualitative descriptive approach, the analysis of data obtained (in the form of words, images, or behaviors) is not expressed in numerical or statistical figures, but rather by providing an exposition or depiction of the situation or condition being studied in the form of a narrative description. Hence [5], the exposition must be carried out objectively to prevent the researcher's subjectivity in making interpretations.

The method used in data collection is the descriptive analytical method through interviews designed to gather information about Online Marketing Activities in Enhancing Sales at @munskycake store.

The sources of data in this study are secondary data and primary data. When viewed from the source of the data, data collection can utilize both primary and secondary sources. Primary sources are data sources that directly provide data to the data collector, while secondary sources are sources that indirectly provide data to the data collector [6].

The technique used to gather data sources is purposive sampling. Purposive sampling is a technique for sampling data sources based on certain considerations [6]. The specific considerations referred to are that the individuals chosen as informants or respondents are considered to be the most knowledgeable or competent about Online Marketing Activities in Increasing Sales at @munskycake store.

The data source is the subject from which the data is obtained. In this study, the data sources consist of: Primary Data Sources or primary data sources, which are oral information obtained from informants (humans), in this case the owner @munskycake. Secondary data sources or supporting data sources include: sales analysis reports on e-commerce and Instagram applications, product evaluations by consumers, and relevant previous research.

RESULTS AND DISCUSSIONS

1. Sales System

The sales system utilized by seller @Munskycake includes various methods as mentioned by the owner. They conduct promotions/advertisements on social media platforms such as WhatsApp, Instagram, and several e-commerce applications. Subsequently, they provide a catalog containing unique cake designs along with the corresponding costs to consumers interested in making a purchase. However, on average, customers tend to use their own designs for the cakes they buy, even at a relatively high price. The seller offers multiple payment options including cash/bank transfer, OVO, and ShopeePay. Customers are required to make payment in advance for the agreed-upon cake design. As for the collection of the ordered cake, buyers can either pick it up directly from the seller's location or have it delivered via online motorcycle taxi.

2. Platform used

a. Shopee



Figure 1. Platform Shopee Munskycake Korea

Munskycake Korean utilizes Shopee as a platform to operate its business. Customers can efficiently and effectively order cakes according to their preferences. The security of payment methods through Shopee is ensured.

b. Instagram

Instagram is also a social media application utilized by sellers to conduct their business. Through Instagram, numerous buyers from outside the area can access the business account.

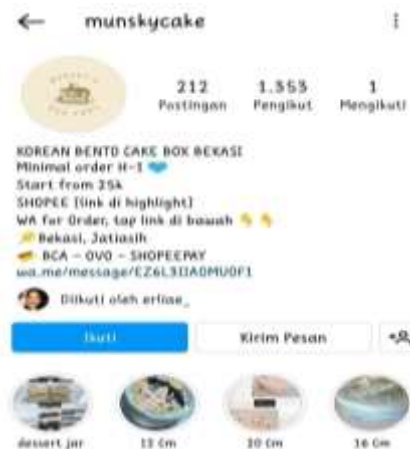


Figure 2. Munskycake Korean Instagram account platform

3. Obstacles that often exist

In conducting their business, several obstacles were cited by the munskycake seller, such as "the increase in the price of cake raw materials, which impacts the selling price of our products. The second obstacle is the vulnerability to damage to the cake upon reaching the customer's hands due to drivers not handling them carefully or it could also be caused by the distance being too far. The third obstacle is customers providing inaccurate home location points on maps, thus hindering the delivery time from the seller's hands to the customer."

4. Type of Strategy used

In the results of the observation conducted through interviews, the seller explained the strategies used in selling munskycake. The explanation provided was that "usually, we pay attention to the target market, which starts from middle school students to parents. Most of our cake buyers are still school-aged children. We sell our products at a slightly lower price than the market price, but we still maintain the quality and taste of the cake. We also establish good relationships with every buyer, and our regular customers continue to increase. We use aesthetically pleasing packaging to attract buyers' interest. Additionally, on special occasions, we usually hold promotions and always provide bonuses/discounts to customers who have purchased a large quantity of our cakes."

5. How to calculate so that it can be said to have increased

Based on the statement from the seller above, we can conclude that an increase in sales can be said to have occurred if the number of orders received by the seller increases every day, so there is no specific analysis to state that the increase in sales can be said to have increased.

6. How to Attract Customers with Promos or Attractive Cake Decorations?

Based on the statement from the seller above, we can conclude that on average, customers of the Munskycake bakery prefer to pay a slightly higher price for cakes with more attractive decorations or even provide examples of desired decorations. Although this may pose a challenge for the seller, with the seller's statement that they already have many customers, we can say that Munskycake bakery sells their cakes at a

Based on the figure above, our group can conclude that sales during March-April experienced a 3% decrease in sales but a 1% increase in sales from the previous month. The effect of promotion on increasing sales

According to the seller's statement, "Promotions don't really have much impact on me, because most customers prioritize their desired design, even if it comes at a higher price. So, when it comes to promotional prices, they can't choose the design, which means that promotional prices don't really have a significant effect."

Based on the seller's statement, we can deduce that the impact of promotions does not significantly influence sales growth. This is because what matters most to customers is the cake design that aligns with their preferences, and price is not a concern for them.

CONCLUSIONS

Based on the problem formulation and the results of the research conducted, the following conclusions can be drawn:

1. The sales system used on the @Munskycake account is through social media (Instagram) and E-Commerce (Shopee). The process of ordering cakes by consumers can be easily done on both platforms. The account owner will provide a price catalog along with several cake designs offered to potential buyers, and then buyers are given the option to choose from the provided designs or customize their own design according to their preferences. After that, customers can immediately choose the payment method, and then the cake will be delivered using a delivery service. This order can be placed at least 1 day before the delivery.
2. The owner of the @Munskycake account also employs effective promotional strategies to attract customers to purchase the offered products. These strategies involve utilizing social media platforms such as Instagram, WhatsApp, and others as online promotional tools. The target market for the cake sales primarily consists of young people. In this promotional strategy, the seller also implements special promotions on significant occasions and provides bonuses or discounts to customers who purchase a large quantity of cakes.
3. However, the impact of these promotions on increasing sales on the @Munskycake account does not show significant results. The seller believes that these promotions do not have an effect because many customers prefer to place custom orders, which are not included in the list of promotions they offer.

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