


Marketing Strategy For Matahari.Com Customers In Medan: A Study Of Online Fashion Product

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Article Info	ABSTRACT
Keywords: Online, marketing, fashion	The objective of this research is to investigate the online marketing strategies for fashion products to customers of Matahari.com in Medan. The research was conducted using a qualitative descriptive approach and data was collected through observation, interviews, and documentation techniques. The research findings indicate that online marketing methods utilize electronic media and internet network access. Currently, online product marketing predominantly employs smartphones, as many consumers prefer the convenience of shopping from home rather than braving the heat outside. To effectively market fashion products on Matahari.com, a strategy must consider the four Ps: product, place, distribution, and price.
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INTRODUCTION

Getting products in front of customers is critical to a company's bottom line. Marketing strategy is one way to do this. To ensure optimal effectiveness, a marketing strategy should be supported by structured planning both internally and externally. In marketing, it is essential to clearly target the market or segment before carrying out any promotions or other marketing approaches. Most business failures occur due to a company's inability to define its target market and potential. To effectively serve customers, companies must identify market segments through segmentation research. This involves understanding the diversity of purchasing desires and selecting the most effective segments to enter.

According to economics, demand refers to the different types and quantities of goods and services that buyers are willing to purchase at various possible prices within a certain period in the market. Economic analysis considers the price level as the main factor influencing the demand for a good. Therefore, demand theory mainly focuses on the relationship between the price of an item and the quantity demanded of that item.

Mason (1999:223) specifically states that the attractiveness of the product category can explain customer purchases, including product price, superiority, and availability of supporting products. Business evaluation is the activity of measuring overall business performance, including economic aspects, business health, and other indicators. Business evaluation involves monitoring all business processes to determine progress or setbacks and achievements. It is also beneficial for entrepreneurs personally, as they can use it as a tool for learning, self-evaluation, and capacity building.

In today's modern era, businesses face increasing competition from similar companies. As a result, companies must be able to adapt to the changing needs and desires of society. The growing demands of society lead to the emergence of new companies that aim to meet these needs and desires. Each company offers unique advantages for the products they produce, which creates competition among all groups, especially business people. The development of information technology and telecommunications has led to increasingly dynamic market conditions. This requires continuous improvisation and innovation on the part of business people in order to retain their customers.

The advancement of information technology and telecommunications has facilitated business operations. The internet is one such technology that supports these needs. Currently, the internet is rapidly expanding and has a global reach. Every business owner desires to promote their products to a wider audience. The number of internet users in Indonesia is rapidly increasing due to the swift development of technology. This has led to significant changes in the digital era, particularly in the realm of online shopping.

Dharmmesta and Handoko (2014) state that online shopping has gained popularity due to its convenience and the ability to bargain from the comfort of one's home or office. Additionally, online shopping eliminates the need to wait in queues when making purchases, which can save customers time. Additionally, online shopping eliminates the need to wait in queues when making purchases, which can save customers time. It is worth noting that the authors do not provide any subjective evaluations of online shopping. Additionally, online shopping eliminates the need to wait in queues when making purchases, which can save customers time. Customers can purchase goods without the need to physically visit a store, and online prices are often lower due to shorter distribution costs. Electronic commerce, or e-commerce, is the process of buying and selling products or services online. Online stores can be classified into several categories. For instance, the product's presentation, appearance, payment options, buying and selling methods, security standards, and whether the hosting is paid for should be considered.

The abundance of online shopping websites is a crucial factor for customers, who have varying expectations regarding product selection, purchasing channels, and service quality. Moreover, the proliferation of online shopping websites necessitates companies to employ diverse strategies to capture visitors' attention and facilitate transactions. Customer behavior is a part of human activity that reveals the reasons behind purchasing certain goods or services. Understanding customer behavior is crucial for companies to identify changes in customer preferences and make informed decisions. It also plays a significant role in the decision-making process for purchasing goods or services to meet their needs.

Online shopping allows customers to easily search for the items they want. It has become the preferred choice for many, particularly those with busy schedules who cannot visit physical stores. It offers convenience and accessibility, as buying and selling sites can be easily accessed through various electronic devices connected to the internet.

Online shopping offers convenience for users with the ability to browse, select, order, and pay with the click of a mouse. Online shopping offers convenience for users with the ability to browse, select, order, and pay with the click of a mouse. It is important for users to

exercise caution when making transactions. Online shopping offers convenience for users with the ability to browse, select, order, and pay with the click of a mouse. However, it also presents risks as there is a lack of direct interaction between the buyer and seller, leading to instances of deception. The proliferation of products in online stores has led to increased competition among producers, resulting in a large number of frauds and criminal acts. To attract customers, businesses, including small and large ones, resort to promotional activities as part of their marketing strategy.

Marketing is crucial in the business world as it helps to promote products to potential customers. Online shoppers often use various services and applications on their computers or smartphones to aid in their marketing efforts. One such platform is Facebook, a popular social networking site founded by Mark Elliot Zuckerberg, Dustin Moskovitz, and Chris Hughes during their time at Harvard University in 2004. In February 2004, Zuckerberg launched the program and it was immediately well-received by students in the United States, who promptly opened Facebook accounts. The following year, Zuckerberg officially named his company Facebook. Initially, Facebook was only known by word of mouth among students in the United States, but it eventually spread to other schools and universities in the country, before becoming famous worldwide.

Twitter remains a popular platform for netizens, with many users migrating to the service due to its simple and user-friendly interface, as well as its real-time features. However, the use of Instagram, a superior photo-sharing application on smartphones, has also contributed to changes in the online behavior of users. On Instagram, the social system revolves around following other users' accounts and gaining followers. This allows for interaction between users through likes and comments on uploaded photos.

For online shop owners and businesspeople, there are several profitable aspects to consider, especially in the online retail world where business matters can seem effortless. However, there are also weaknesses to opening a shop or online business. While running the business may be easy, promoting the online shop requires intensive effort, particularly at the start. Indonesian online stores can proliferate rapidly, but they require proper management skills. With so many online shops in the country, it is not surprising that some products may be similar to those already available, making it difficult to compete. Additionally, high prices may deter potential customers.

For customers, having access to various shops or online businesses that offer products they like can be profitable. Online shopping is convenient due to the responsive website access. Additionally, there are more product choices and groups that are neatly organized, making it easier for potential buyers to find what they need. Buyers can also compare prices and specifications between products. Online stores often offer lower prices than physical stores, but they also have some drawbacks. For example, items may take longer to arrive, especially when using a PO or Pre-Order system, and there is a risk of fraud due to the lack of trustworthiness of some online businesses. It can be challenging to determine whether a seller is responsible or not, and it is impossible to verify the authenticity and condition of the item before purchasing.

Marketing strategies are a crucial component in promoting products. They are often short-term and designed to encourage customers or traders to purchase a particular product or service quickly or in greater quantities. Providing excellent customer service is essential when selling products online, as there is typically an indirect relationship between buyers and sellers. Service quality in online product sales involves several factors that contribute to gaining customer trust, such as honesty, prompt responses to customer inquiries, guarantees, efficient delivery processes, and neat packaging. One of the main obstacles for customers to purchase products online is the difficulty in carrying out transactions and choosing the right online site.

The rise in the number of online shops in Indonesia has a significant impact on business competition for customer acquisition. Mataharimall is an example of a company that operates in the online sales industry. To compete effectively, Mataharimall employs various strategies to attract potential customers. This is a promotional strategy that utilizes internet networks to place promotional advertisements on commonly used sites such as YouTube, Facebook, Twitter, and other social media platforms.

Matahari.com is an Indonesian e-commerce platform offering a wide range of products, including women's and men's fashion, health and beauty items, cellphones and tablets, laptops, electronics, lifestyle products, hobbies, and household necessities. It is a subsidiary of LippoGroup, a well-known retail company that operates Hypermart and Matahari Department Store. To place an order on Matahari.com, you must be at least 18 years old. If you are under 18 years old, you may only place an order with parental consent.

Matahari.com offers a wide range of products at competitive prices, including women's and men's fashion, health and beauty products, cellphones and tablets, laptops, electronics, lifestyle items, hobbies, household necessities, and more. Our experienced online team provides reliable and secure service to ensure a safe shopping experience. We adhere to conventional formatting and citation styles, and use clear, objective language with precise technical terms. Our experienced online team provides reliable and secure service to ensure a safe shopping experience. Our aim is to provide a logical and balanced flow of information, avoiding biased or ornamental language.

We have ensured that the text is grammatically correct and free from spelling and punctuation errors. No changes in content have been made. The website offers inter-bank transfers and credit cards with 0% installments. Matahari.com is supported by the Lippo Group, the largest multi-format retail company in Indonesia, which also manages Matahari Department Store and Hypermart. It is the first online retailer in Indonesia to adopt the 'O2O' shopping system, allowing customers to pay, pick up, and return products at hundreds of Matahari Department Store branches throughout Indonesia. Matahari.com may not be as well-known as its competitors, but it offers a competitive feature: the ability to pay in installments with 0% interest.

This means that buyers can pay in cash or installments without spending any extra money. However, the online shop's weakness is its limited product selection, possibly due to less advertising than Lazada. As a result, distributors and traders may not be as interested in

selling their products on this platform. For Matahari Mall, you can pick up your ordered items from the nearest Matahari Dept. branch store.

Strategy is the process of determining plans by top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a method or effort on how to achieve these goals. According to Quinn, it is a form or plan that integrates the main goals, policies, and series of actions in an organization into a unified whole. A well-formulated strategy helps organize and allocate the company's resources into a unique and sustainable form. A sound strategy is developed based on the internal capabilities and weaknesses of the company, anticipated changes in the environment, and the coordinated actions of enemy spies.

According to the aforementioned opinion, strategy can be defined as a plan created by top management to achieve specific goals. This plan includes goals, policies, and actions that an organization must take to maintain its existence and competitive edge. It is important for the company or organization to have a competitive advantage. The language used in marketing should be clear, objective, and value-neutral, avoiding biased, emotional, figurative, or ornamental language. It is carried out by entrepreneurs to ensure survival, meet needs, and generate profits. Technical terms should be used consistently, and abbreviations should be explained when first used. According to Kotler and Armstrong, marketing is a managerial process in which people obtain what they want and need through the creation and exchange of products, as well as the value of those products to others.

Marketing is a business strategy that aims to achieve sustainable satisfaction for stakeholders, including customers, employees, and shareholders. It involves measuring the performance of business activities in forming, developing, and directing long-term mutually beneficial exchanges between producers and customers or users. Marketing is a science that requires the use of certain instruments to obtain objective data. As a business strategy, marketing involves adapting a market-oriented organization to face business realities.

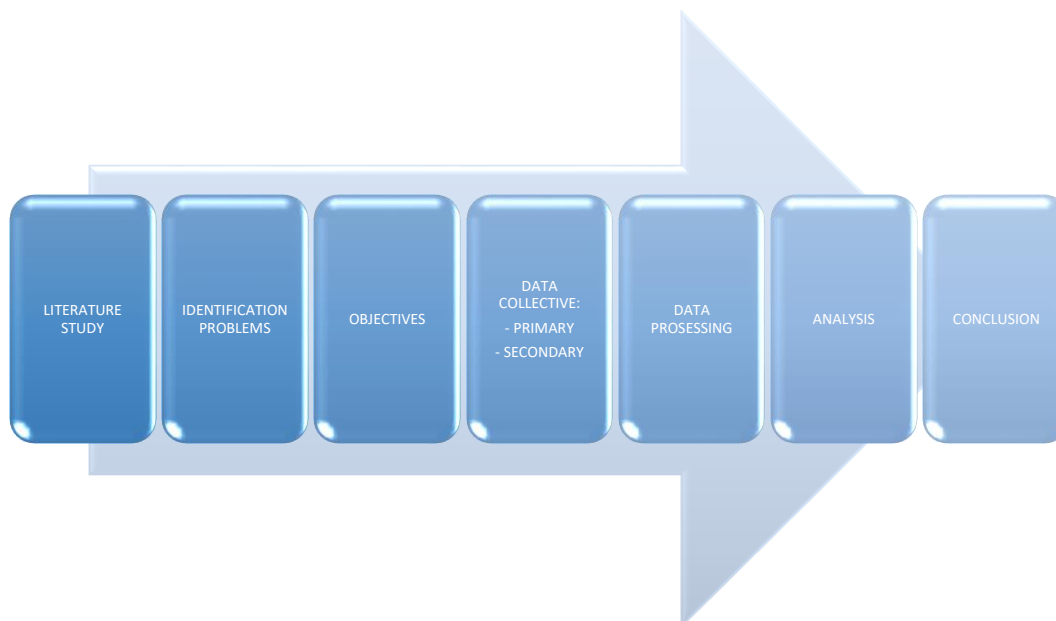
Marketing is related to identifying and meeting human and societal needs. When Ebay admits that people are unable to locate some of the items they most want and creates an online auction clearinghouse or when IKEA notices that people want good furniture at really cheaper prices and creates furniture that can be taken apart and assembled then they are demonstrating marketing savvy and turning personal or social needs into business opportunities that can generate profits.

Marketing is one of the main activities carried out by entrepreneurs to maintain survival, develop and make a profit. The success or failure of achieving business goals depends on their expertise in marketing, production, finance and other fields. Apart from that, it depends on their ability to combine these functions so that the company runs smoothly. To be successful, marketers must maximize sales which generate profits in the long term. So customers must truly feel that their needs are met in order for the company to obtain business continuity which is very important for groups to get what they need and want by creating, offering and freely exchanging valuable products with other products. This means that marketing relies on the init concept which includes product desires and demand, value, costs, satisfaction, exchange, markets, and the marketer himself.

From these several definitions, a picture can be given that marketing is a whole system of integrated activities. Activities have started before the product existed, that is, since the idea about a product emerged and are still ongoing after the product is sold. So the goal of marketing is to achieve profitable sales in the long term, by satisfying the needs and desires of buyers in such a way that they become customers

METHOD

The research method used is descriptive qualitative. This method is employed to describe and interpret objects as they are. The descriptive type is used to obtain a description of the Online Fashion Product Marketing Strategy for Mataharimall.com Customers in Medan in this qualitative research.



Graphic 1. Flowchart Qualitative Method

RESULT AND DISCUSSION

A well-planned and controlled marketing strategy can significantly contribute to a company's sustainability. Conversely, a poorly executed strategy can hinder its development. The primary focus of the company should be on its marketing strategy. To optimize marketing strategies, companies should equip department personnel, especially those in marketing and sales, to collaborate with other departments in designing and determining the types of promotions for the company.

Matahari.com's marketing strategy provides customers with easy access to view their collection of top brands, save product images, and order directly from their smartphones. Additionally, customers and resellers can check product availability and connect with MatahariMall.com through Facebook, fanpage, Facebook groups, Instagram, and Twitter. Based on the four variables in the marketing mix, namely:

Product

A product is any item that holds value in the target market.. A product is anything that has value in the target market. The benefits and satisfaction of Matahari.com's customers include cheap prices and good quality products. Matahari.com provides goods of good quality from various well-known brands. Matahari.com sells fashion products, including shoes and clothes from well-known brands such as Nevada, Connexion, and Peter Keiza, known for their high quality. The website also offers bags, women's accessories, suitcases, and health and beauty products from various brands. For instance, some of the products available on Matahari.com.

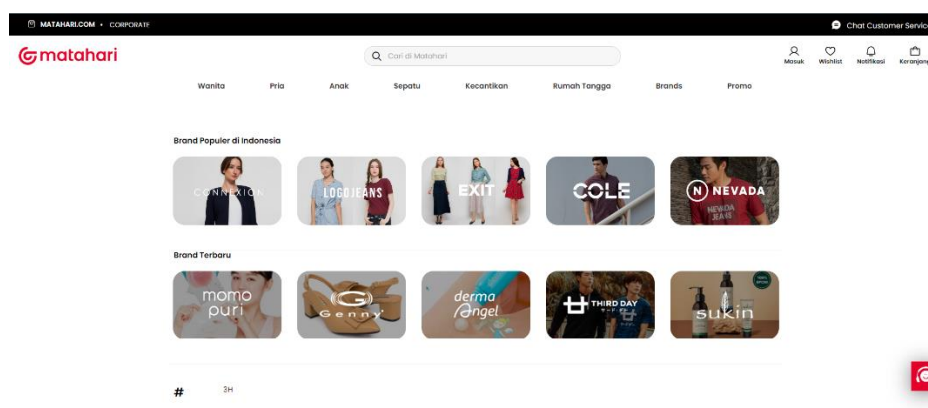


Figure 1. Brands Column in matahari.com

Places

Matahari.com does not implement a place marketing strategy because it is an online shopping platform that allows buyers to make purchases from anywhere. This means that customers can shop on Matahari.com from the comfort of their own homes, while at work, or even while on campus. Mataharimall.com has a location advantage.

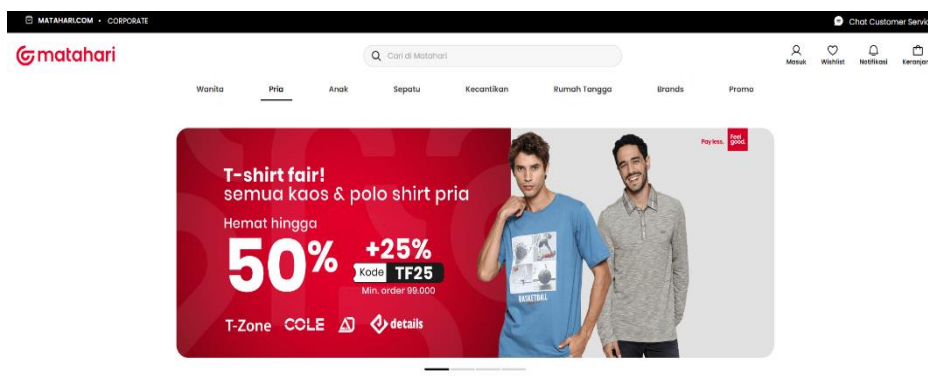


Figure 2. matahari.com

Promotion

Marketing activities involve more than just product development, pricing, and accessibility. They also require promotional activities to inform consumers about the products or services offered. Matahari.com carries out the following promotional activities:

a. Sales promotion

Sales promotion, also known as sales promotion, is a marketing strategy aimed at increasing sales or attracting new customers. At Matahari.com, sales promotions are used to entice customers to purchase the products offered. Matahari.com consistently offers interesting promotions and programs to reward its loyal customers. Matahari.com's latest service allows customers to purchase fashion products and make on-site payments without the need for a transfer.

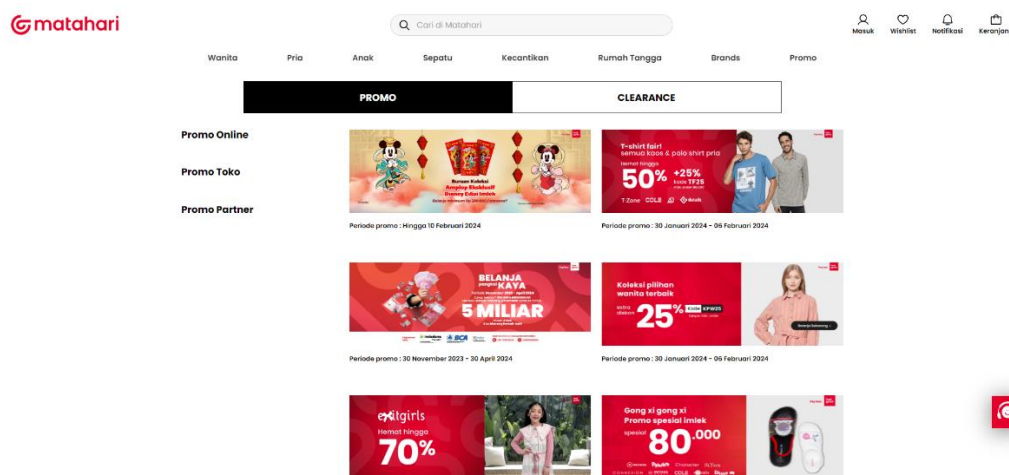


Figure 3. Sales Promotion in matahari.com

b. Publicity

Advertising is a promotional activity. Its purpose is to attract consumers through advertising. In this promotion, Matahari.com used social media to promote their brands.

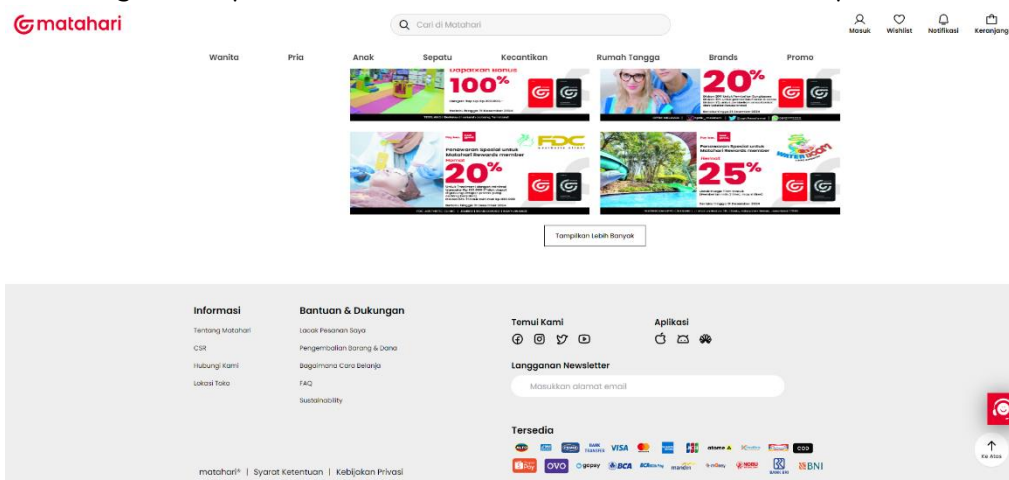


Figure 4. Sales Promotion in matahari.com

Prices

Price is a unit of measurement used to determine the cost of a product, including the amount of money required to obtain goods and services. The objectives of setting prices are to survive, maximize profits, increase market share, maintain product quality, and remain competitive. While the prices of products sold by Matahari.com may be higher than those sold on similar sites, they do not negatively impact market prices. Matahari.com allows customers to browse and purchase the latest fashion products at affordable prices, with the added convenience of pay-on-the-spot facilities. In addition, Matahari.com offers significant discounts on the latest branded fashion products. The website also provides easy transaction and payment options. Customers can visit the Matahari.com website for further information on price promotions. The current online promotion at Matahari Mall is particularly advantageous for frequent online shoppers compared to in-person mall shopping. Matahari Mall offers a 99% discount, making shopping easy and economical. Online shopping is also quick.

All organizations, whether they are private businesses, public bodies, or social institutions, have their own goals that motivate their founding. Similarly, Matahari.com has its own goals, strategies, and management. Marketing strategy is crucial for companies as it helps them achieve their goals. Currently, the term 'strategy' is widely used by various organizations, and while the original meaning remains intact, its application is adapted to suit the specific type of organization.

There are at least two perspectives from which strategy can be defined: what an organization intends to do and what it ultimately does, whether or not its actions were originally planned. From a certain perspective, strategy can be defined as a comprehensive plan to achieve organizational goals and fulfill its mission. The term 'plan' in this definition implies an active, conscious, and rational role that managers play in formulating a company's strategy.

The advent of information technology has revolutionized human capabilities, making previously impossible tasks easily achievable. In the past, many trading practices were constrained by limitations such as time and space. Now, these limitations can be overcome. Space and time constraints are no longer an issue, allowing for increased business capacity and improved results. The internet is one of the most significant advancements in information technology that has greatly benefited commerce. By utilizing the online network, businesses can market their goods to a wider audience and attract more consumers.

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CONCLUSION

The online marketing strategy for fashion products targeting Matahari.com customers in Medan involves electronic media and internet network access. Online product marketing predominantly utilizes gadgets, as many individuals prefer not to venture out in the heat to search for goods. Matahari.com sells fashion products, including shoes and clothes from well-known brands such as Nevada, Connexion, and Peter Keiza, known for their quality. The website also offers bags, women's accessories, suitcases, and health and beauty products from various brands. In addition to product development, pricing, and accessibility, Matahari.com engages in marketing activities. Providing information about the products or services offered through promotional activities and offering price discounts to attract customers.

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