


Implementation Of Social Media Promotion Strategy And Product Innovation In Business Development Case Study At CV Iyog Sport

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Article Info	ABSTRACT
<p>Keywords: Social Media Promotion, Product Innovation, Business Development</p>	<p>The rapid advancement of digital technology has driven many companies to utilize social media as an effective promotional tool. CV Iyog Sport, a jersey printing convection company, also leverages social media platforms such as Instagram, Shopee, TikTok Shop, and YouTube to support their business development. This business has been well received by the Indonesian community and is widely recognized as a high-quality, modern, and leading garment company in service. This study aims to analyze the implementation of promotional strategies through social media and product innovation in the business development of CV Iyog Sport. The research method used is an in-depth case study, which includes the collection of primary and secondary data through interviews, observations, and analysis of company documents. The results of the research show that the implementation of promotional strategies using social media has successfully increased the visibility and sales of CV Iyog Sport's products. The product innovation efforts also received positive responses from consumers, which in turn fosters business growth. Overall, this study concludes that a combination of appropriate social media promotional strategies and product innovation can significantly contribute to the business development of CV Iyog Sport.</p>
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INTRODUCTION

History of jersey printing convection, the beginning of jersey printing in Pengangsalan Village in 2020 which was founded by Aditya Prayogi with minimal capital, Aditya Prayogi continues to strive to improve the business he runs through training and business management schools. YOG is an abbreviation taken from the name Prayogi. And in 2021 YOG Sport continues to run well until now. Thanks to his tenacity and hard work, this business has been well received by the Indonesian people, and not a few people know and buy this jersey but it is almost known to many Indonesian people. In 2022 this jersey printing has skyrocketed to meet the Company's order target. So YOG Sport has special agents in several areas.

In the era of globalization and rapid technological development, competition in the business world is getting tighter. Companies must continue to innovate and find effective ways to market their products. One strategy that is widely used is the promotion strategy through social media (Rudini et al., 2023). Social media has become an important platform in modern communication and marketing, opening up new opportunities for companies to reach

consumers in a more personal and efficient way (Elwisam & Lestari, 2019).

Promotion through social media allows companies to campaign their products and services at a relatively more affordable cost compared to traditional media (Trivandi et al., 2023). Platforms such as Instagram, Facebook, Twitter, TikTok, and YouTube offer a variety of features that can be utilized to create creative and interesting promotional content. In addition, social media also allows companies to interact directly with consumers, get feedback quickly, and build a loyal community.

On the other hand, product innovation is the main key to maintaining competitiveness and relevance in the market. Companies that are able to continue to innovate can not only meet the ever-changing needs of consumers, but can also create new trends in the industry. This innovation can be in the form of improving product quality, introducing new features, or even developing completely new and unique products (Meiliya & Dwiridotjahjono, 2024).

In the context of business development, the combination of social media promotion strategies and product innovation can have a significant impact (Fadhilah & Pratiwi, 2021). An effective social media promotion strategy can increase consumer visibility and desire to try new products, while product innovation can ensure that the promoted product truly meets market expectations and needs (Hartatik et al., 2023).

Based on this phenomenon, research on the implementation of social media promotion strategies and product innovation in business development becomes very relevant. This study aims to analyze how companies can combine both strategies to achieve sustainable growth and achieve success amidst increasingly tight business competition.

METHOD

This study uses a qualitative method with a case study approach to deeply understand the implementation of social media promotion strategies and product innovation in the development of CV Iyog Sport's business. Data were collected through in-depth interviews with various related parties, such as owners, marketing managers, and employees involved in promotional activities and product development. In addition, direct observation of promotional activities on social media and analysis of internal documents such as marketing records, sales reports, and customer feedback were also carried out to complete the required data.

Data triangulation was used to increase the validity and reliability of the findings by comparing information obtained from various sources. The collected data were then analyzed using thematic analysis methods to identify and categorize key themes related to the effectiveness of social media promotion strategies and product innovation. The results of this analysis are expected to provide comprehensive insights and practical recommendations that can be implemented by CV Iyog Sport to improve their competitiveness and business growth.

DISCUSSION

Implementation of Social Media Promotion Strategy

The results of the study show that CV Iyog Sport has successfully utilized social media as one of the main strategies in their promotional efforts. Through platforms such as Instagram,

Facebook, and TikTok, CV Iyog Sport is able to reach a wider and more diverse audience. The content shared tends to be interesting, with a combination of high-quality images, videos, and informative narrative stories about the company's products and activities. In addition, active interaction with customers through comments and direct messages on social media helps increase customer loyalty.

The analysis also shows that collaboration with local influencers is one of the effective strategies in increasing brand awareness (Kamilla et al., 2023). By utilizing influencers who have followers that match the target market, CV Iyog Sport is able to increase the visibility of their products significantly. However, there are still challenges in maintaining content consistency and responding quickly to changing trends on social media.

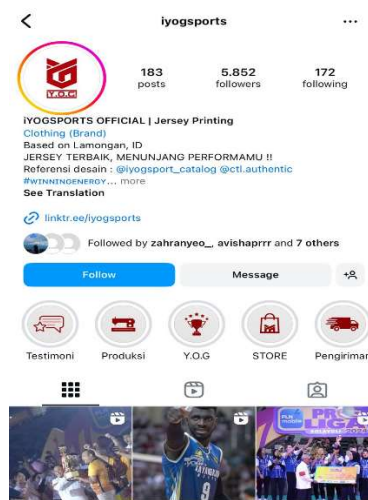


Figure 1. Social Media Promotion Instagram CV Iyog Sport

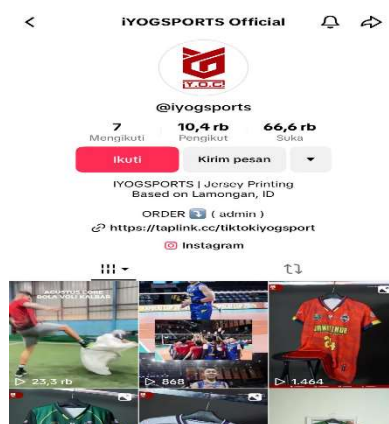


Figure 2. Promotion Social Media Tiktok Shop

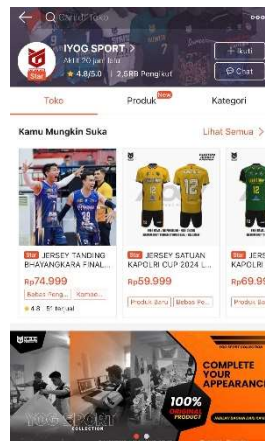


Figure 3. Shopee Social Media Promotion

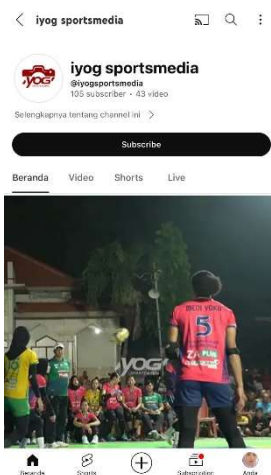


Figure 4. Youtube Social Media Promotion

Product Innovation

In terms of product innovation, CV Iyog Sport continues to update and develop to meet consumer needs. The innovation process begins with collecting customer input through social media platforms and direct feedback from offline sales. New products produced, such as sportswear with more environmentally friendly materials and more ergonomic designs, show a positive response from the market (Kamilla et al., 2023).

Other innovations include product diversification to meet different market segments, such as introducing special product lines for children and women. The results of the study also showed that the use of technology in the production process and product development has contributed significantly to improving operational quality and efficiency. However, the challenges faced are limited resources and production capacity that still need to be increased to respond to increasing market demand.



Figure 5. CV Iyog Sport's Clothing Product Innovation Process with Measurement and Clothing Making



Figure 6. CV Iyog Sport Clothing Products



Figure 7. The next product process is to be sewn.



Figure 8. Sewing of CV Iyog Sport Products



Figure 9. Product Screen Printing



Figure 10. Editing Process For CV Iyog Sport Product Design



Figure 11. Printing Product Design Results

Impact on Business Development

The implementation of social media promotion strategies and product innovation as a whole has a positive impact on the development of CV Iyog Sport's business. There is a significant increase in brand awareness, customer loyalty, and sales volume (Kamilla et al., 2023). Social media not only functions as a promotional channel, but also as a medium for building communities and getting real-time feedback from customers. Product innovation helps CV Iyog Sport to stay relevant to market needs and maintain competitiveness in a competitive industry.

However, the study also identified several areas that need improvement, such as increasing production capacity and more effective human resource management. Recommendations for CV Iyog Sport include developing a more consistent social media content strategy, increasing collaboration with influencers, and investing in production technology to support continuous product innovation.

CONCLUSION

This study concludes that the implementation of social media promotion strategies and product innovation effectively contribute positively to the development of CV Iyog Sport's business. Through the use of platforms such as Instagram, Facebook, and TikTok, the company is able to increase brand awareness and customer loyalty. Collaboration with local influencers has also proven to be an effective strategy in expanding market reach. On the other hand, product innovation based on customer input and product line diversification allows CV Iyog Sport to remain relevant to dynamic market needs and increase competitiveness in the sportswear industry. However, the results of this study also reveal that there are challenges that need to be overcome to ensure sustainable growth. Increasing production capacity and human resource management are crucial aspects that must be considered. In addition, consistency in social media content strategy and investment in production technology will be important steps to support sustainable product innovation. By making improvements in these areas, CV Iyog Sport is expected to maintain positive growth

and continue to develop their business in the future.

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