

DIGITAL MARKETING STRATEGY FOR MEN'S FASHION BRAND (CASE STUDY OF OVERSTAPPEN)

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ABSTRACT: *In terms of scope and power, Indonesia's creative sector, particularly the fashion industry, may be considered to be in a promising state, with the potential to grow into a much larger enterprise. On the other hand, firms will struggle to stand out and survive in the digital age without a well-thought-out and well-executed digital marketing plan. Overstappen, a new fashion brand in the creative industry, intends to capitalize on the online market by producing men's clothing. The primary goals of this research are to increase sales by identifying the underlying causes of Overstappen's problems, gathering information and insights on the target market, and creating solutions based on those problems. The analysis of the internal and external is used in the research. Internal analysis includes STP analysis, marketing mix analysis, and resource-based view analysis. The external analysis are market analysis, customer analysis, and competitor analysis. These analyzes are combined into a SWOT analysis and author also determine the root cause of the problem using the Ishikawa fishbone diagram. Author proposed several strategies which are to use content marketing, social media and e-commerce optimization and develop a customer service and engagement program.*

KEYWORDS –*Digital marketing, Fashion Brand, Marketing Strategy, Problem Solving, Overstappen*

I. INTRODUCTION

Creative industries become one of dynamic sectors of economies and and also become the role for economic growth and social welfare (Kontrimienė and Melnikas, 2017). Fashion is the Indonesian creative industry's second most important subsector. The fashion sector has a lot of potential because of three factors: the rising number of population, the primary need for clothing, and the increasing public awareness of the fashion lifestyle (Media Indonesia, 2021)

In Indonesia's fashion product industry, Bandung was a pioneer. Since the 1970s, Bandung has had a thriving fashion sector (Bekraf, 2018). Factory outlets, distribution stores, and apparel companies are all involved in Bandung's fashion sector (Soei et al, 2015).

Overstappen is a local brand clothing company from Bandung that was founded in the 2020s and intends to actively contribute to Indonesia's creative industry's potential and vibrancy. T-shirts, hoodies, sweatshirts, and shortpants were among the items sold by Overstappen. Overstappen is a clothing company that sells its items online. Overstappen's business situation currently has a low level of sales, and it has yet to formulate a strategy to grow sales. Overstappen's sales in the fashion business could improve with the suitable strategy.

II. LITERATURE REVIEW

1. Internal Analysis

1.1 Segmenting, Targeting, Positioning

A market segment is a collection of customers who have similar needs and desires (Kotler & Keller, 2012). Targeting is the process of examining a market segment and more segments chosen to be entered in order to concentrate the company's marketing efforts on connected consumers (Kotler&Armstrong, 2011). Positioning is the practice of designing a company's offer and image such that it stands out in the minds of its target market (Kotler & Armstrong, 2011).

1.2 Marketing Mix

The marketing mix is represented by the four Ps: price, product, location, and promotion (Kotler and Armstrong, 2011). Marketing mix is defined as the interconnected actions and solutions used to meet customer needs and achieve the company's marketing objectives (Sereikien-Abromaityt, 2013).

1.3 Resource Based View (RBV)

The Resource Based View (RBV) examines the resources that a business has in order to understand how an organization may achieve long-term competitive advantage (Madhani, 2010). There are two kinds of resources: tangible and intangible.

1.4 Valuable, Rare, Inimitable, Organized (VRIO)

VRIO analysis is an internal study that is used to classify a firm's resources depending on whether or not the company possesses certain criteria defined in the framework (Mirkovic, 2019). Resources are evaluated in this framework based on their value, rarity, and inimitable, and they are structured to capture value.

2. External Analysis

2.1 PESTLE

PESTLE analysis is used to assess the impact of several elements on a project, such as political, economic, social, technological, environmental, and legal considerations (Rastogi and Trivedi, 2016).

2.2 Porter Five Forces

The Porter Five Forces model identifies an industry's competitive value, which aids companies in anticipating competition, forming industrial structures, and developing better industry strategies (Porter, 2008)

2.3 Competitor Analysis

The process of gathering and analyzing information about competitors is known as competitor analysis. This is a strategy for figuring out what competitors are up to and how it can effect business (Becker, 2020).

2.4 Consumer Analysis

By doing market segmentation and predictive analytics, consumer analysis is described as analytics to research customer behavior that may be used for effective company decisions.

3. SWOT Analysis

SWOT analysis involves screening internal and external analysis of the company that draw attention to the company's strengths and weaknesses, as well as the opportunities and threats it faces, from a strategic viewpoint (Kotler and Armstrong, 2011).

4. Root Cause Analysis

A problem always has a reason, and in order to solve it, you must first identify the cause of the problem and then take steps to discover a solution. Root cause analysis tools are tools that assist groups or people in determining the root cause of a potential problem (Doggett, 2006).

III. RESEARCH METHOD

This study adopts a problem-solving approach to arrive at a solution that will be applied as improvement or solution recommendations. Problem-solving is the process of defining a problem, finding its source, identifying, prioritizing, selecting alternatives for a solution, and executing a solution. A significant difficulty is determining how to receive solutions from various recommended solutions (Ke, 2013).

The qualitative research approach, which is extensively utilized in numerous academic fields and market research, was adopted by the author of this study. "Qualitative research is a mode of inquiry utilized in many different academic disciplines, traditionally in the social sciences, but also in market research and other contexts," Denzin and Lincoln write. Denzin and Lincoln (2018)

There will be two forms of data collecting used in this study: primary and secondary data collection. The author collects primary data through making observations and conducting surveys. Meanwhile, secondary data would be acquired from journals, literature reviews, and books, as well as articles, internet sources, and news.

IV. RESULT AND DISCUSSION

5. SWOT

The SWOT Analysis define the internal and external analyses for the research. SWOT analyzes four aspects of Overstappen conditions: strengths, weaknesses (internal), opportunities, and threats (external). The following is Overstappen SWOT analysis.

Table 1 SWOT Analysis of Overstappen

Strengths	Weaknesses
1. The pricing is competitive for quality offered. 2. Used premium quality material, such as American Cotton 16s. 3. Easy order using Instagram and e-commerce. 4. Overstappen has own clothing manufacture.	1. The product is similar type with others. 2. Lack of optimizing social media. 3. Not having offline store. 4. Marketing strategies are not adequately planned (no new marketing strategy).
Opportunities	Threats

<ol style="list-style-type: none"> 1. The creative industry is a concern for government. 2. Technology and social media growth. 3. Growing number of internet users. 4. E-commerce growth. 5. Tiktok Growth in Indonesia. 	<ol style="list-style-type: none"> 1. Competition from both local and international brands. 2. Copyright issues. 3. High bargaining power of buyer.
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Source: Internal Data

6. Root Cause Analysis

There are several tools available to assist in the detection of the problem; however, the fishbone diagram method will be employed in this study to locate and identify the problem within Overstappen. The fishbone tool is used to define the root of the problem after identifying and assessing the external and internal analyses. The following is a diagram:

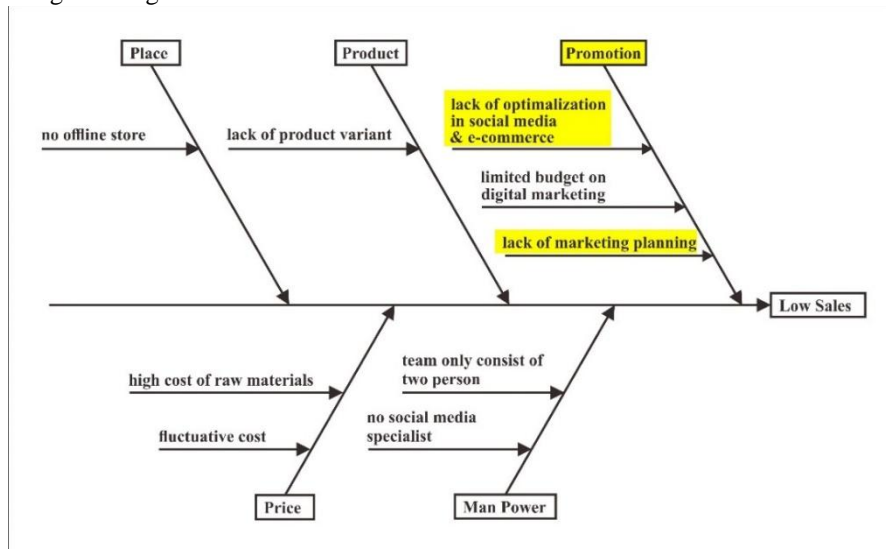


Fig. 1 Fishbone Diagram of Overstappen

The issue that Overstappen is having originates from the fact that the company does not have an offline store that comes from Place, according to the Overstappen fishbone diagram. Price is an issue because of high raw material costs and variable costs, as well as Overstappen's lack of product varieties. The Overstappen team consists of only two employees, and there are no social media experts, so this is a Man Power issue. Then there's the lack of promotion, which includes social media and e-commerce platform optimization, as well as marketing strategy. Promotional issues are becoming the primary problem that Overstappen is attempting to solve.

V. CONCLUSION

After examining its internal and external scenario and recognizing the brand's strength and fundamental problem, Overstappen developed the business solution based on the TOWS analysis. The pillars of the business solutions are content marketing, social media and e-commerce platform optimization, and a Customer Service and Engagement Program. The statement addresses the second research topic, which is the business solution and execution approach required by Overstappen. This also addresses the second research topic, which is about the solution and how it will be implemented.

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