

Marketing Communication Strategy at Fashion Company "X" During a Pandemic Covid-19

Jerry Indrawan, Felicia Goenawan, and Ido Prijana Hadi

Communication Science Department Petra Christian University

ABSTRACT

This research was conducted to find out how the marketing communication strategy was carried out by fashion company "X" during the Covid-19 pandemic. In its marketing communication strategy, fashion company "X" aims to increase sales of the products sold by "X." In achieving this goal, the fashion company "X" uses the AIDA model (Action, Interest, Desire, Action) to classify a person's phases in knowing a brand and taking action and using the elements in integrated marketing communication (IMC) to analyze strategy marketing communications used by fashion company "X." This type of research is descriptive qualitative, using the case study method as well as in data collection using interview techniques. In delivering its marketing communication strategy, fashion company "X" uses several online media following its target market. They also use live shopping techniques, and the latter uses the data of every customer who purchases at their company to offer the latest products from fashion company "X." The results of this study are used to determine marketing communication strategies at the fashion company "X" during the Covid-19 pandemic.

Keywords: *strategy; marketing communication; fashion company; AIDA model; Covid-19 pandemic;*

INTRODUCTION

From ancient times humans have recognized fashion. However, the many influences from the outside world resulted in a transformation in terms of fashion. In today's era, fashion is something that is prestigious and has a value that causes people to make fashion a benchmark for one's lifestyle. Because of that, people today are very concerned about their fashion to fulfill the lifestyle they want. At first, a human only wanted to meet their basic

Corresponding author :

Felicia Goenawan - email : felicia@petra.ac.id

needs; now, humans have made fashion or clothing their daily needs. Until now, people have realized how important fashion is in their daily lives. During the covid-19 pandemic, people are not allowed to leave the house by the government, so do shopping online. According to Kompas, since the onset of the pandemic, shopping activities at physical stores have decreased, and online stores have started to be in demand. Shopping at online stores is chosen by the public as a solution to minimize physical contact, which is usually difficult to avoid when we go to markets, supermarkets, or malls. According to cnbcindonesia.com, the number of online shopping consumers in Indonesia who use e-commerce will reach 32 million in 2021. The number has shot up 88 percent compared to 2020, which was only 17 million people. Shopping at online stores is chosen by the public as a solution to minimize physical contact, which is usually difficult to avoid when we go to markets, supermarkets, or malls. According to data from cnbcindonesia.com, the number of online shopping consumers in Indonesia who use e-commerce will reach 32 million in 2021. The number has shot up 88 percent compared to 2020, which was only 17 million people. Shopping at online stores is chosen by the public as a solution to minimize physical contact, which is usually difficult to avoid when we go to markets, supermarkets, or malls. According to data from cnbcindonesia.com, the number of online shopping consumers in Indonesia who use e-commerce will reach 32 million in 2021. The number has shot up 88 percent compared to 2020, which was only 17 million people.

Promotion roles are to make the market known and recognize the uniqueness of the clothing company itself. Business losses commonly happen because of ineffective promotion media, which makes marketing costs very high (Fransiska, 2012). Well-designed marketing and promotional strategies ensure long-term success, bring in more customers, and ensure business profitability. With marketing promotions, a brand or service could garner the attention of pre-occupied customers. (Ganesh, 2020).

Besides selling clothing, electronic goods, and household needs, an E-Commerce platform also sells various household needs, food, and other services. In reality, the use of the E-Commerce platform itself has a considerable influence on a brand or company. As quoted from liputan6.com, research results from the United Nations Conference on Trade and Development (UNCTAD) show that there has been an increase in spending volume on digital platforms by up to 65 percent in the past year. As quoted from mediaindonesia.com, the growing development of e-commerce need to be maintained and utilized. Not only for the government but for society in general.

In this era of the Covid-19 pandemic, As quoted from IndicatorNews.com, fashion worldwide is multiplying from year to year. The development of fashion is very influential for culture, politics, society, and so on the economy, and lots of supporters who took part in its development fashion in the world. In its development, fashion includes many things such as clothes, accessories, dress styles, hairstyles and others. In this fashion world, everyone has a different style according to what they like. Of course, the E-Commerce platform in

Indonesia, these platforms provides various fashion needs that are currently in demand by people. Therefore, in this era, digital marketing is needed by a brand or company to increase sales of their products.

As a development, the fashion world has started to evolve into that. At first, we only used ordinary clothes, and now we also have options to use branded goods. As quoted from the design.id, the meaning of brand is a term that comes from the word brand, which in Indonesian means brand. So if we interpret it, branded means the word branded in Indonesian.

In this study, researchers will examine one international company which is engaged in fashion (shirts, pants, hats) which has a brand and is quite popular among the people of Indonesia and abroad.

The subject of this research is the marketing communication strategy at fashion company "X" during the Covid-19 pandemic. Then the objects in this study were two informants who were managers of the fashion brand "X" company, namely MHL and DHL, who worked as social media admins and photographers from the fashion company "X." Information about what marketing communication strategies were used by fashion company "X" during the co-19 pandemic. Based on previous research entitled "Honda Surabaya City Center Marketing Public Relations Communication Strategy in Becoming Official Partner Club Persebaya in Liga 2 Competition". Persebaya partners to raise awareness from the Honda Surabaya Center. The result of this research is how the media used by the Honda Surabaya City Center can increase the awareness of Persebaya.

The researcher also found several previous studies related to how a company implements a communication strategy entitled "Tourism Information Center (TIC) Surabaya online public relations communication strategy in conducting tourism communications in the city of Surabaya." This study explains that to find out how the communication strategy was carried out by (TIC) during the Covid-19 pandemic. The results of this study, namely how the Tourism Information Centre (TIC) divides the five stages of its communication strategy.

The advantage of conducting this research is to understand the marketing communication strategies used by certain companies and what communication methods they use to market their products through the communication strategies. Quoting in the journal "Shopee's marketing communication strategy in building positioning during the co-19 pandemic," the researcher concluded that the advantages of researching marketing communication strategies could help business actors during the co-19 pandemic. In addition, this research is expected to be a reference for fashion company "X" in implementing marketing communication strategies during the Covid-19 pandemic.

LITERATURE REVIEW

Marketing Communications

According to Kotler and Keller (Kotler, 2012, p. 476), Marketing communication is a means companies use to confirm, persuade, and remind consumers directly and indirectly about our products. According to Shimp (Terence, 2003, p. 4), marketing communications can be understood by describing the two elements: communication and marketing. Communication is a process, and thoughts and understandings are conveyed individually. While marketing is a set of activities in which a company exchanges value or transactions between customers and the company. From the explanation above, marketing communication is a means a company uses to carry out an interaction that aims to carry out exchanges or transactions between customers and their companies.

Marketing Public Relations

Definition of marketing (Marketing) According to Kotler and Armstrong (2008: 6), marketing is a social and managerial process in which individuals or organizations obtain what they need and want through creating and exchanging value with others. Thus, marketing is an activity by individuals or organizations that includes planning, pricing, promoting, and distributing ideas, goods, or services to create a satisfying exchange.

According to Harrison (2008: 416), Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational objectives. The definition above can be translated as follows, marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and activities to create exchanges that satisfy individual and organizational goals.

Marketing Communication Strategy

A marketing communication strategy is method companies or brands use to increase their sales. In the book *On War*, Karl Von Clausewitz (1780-1831), a retired Russian general, formulates a strategy that is "an art that is used as a means of fighting to achieve war goals." Marthin-Anderson (1968) also formulates that "Strategy is an art which involves the ability of the intelligence/mind to bring all available resources in achieving goals by obtaining maximum and efficient profits. According to Tull and Kahle in Tjiptono (Tull, 2016), marketing communication strategy is a fundamental tool planned to achieve company goals

in developing competitive advantages connected through the market entered and the marketing program used to serve the target market. From the definition above, a marketing communication strategy is a plan that is put together to make a design or activity carried out to offer products to their market segments.

AIDA models

According to Kotler & Keller (2009), AIDA theory is about how the audience pays attention to a message, becomes interested, and takes action. This theory conveys the quality of the delivery of the message. The AIDA model is a decision-making process consisting of attention, interest, desire, and action in making the decision. The AIDA formula in identifying consumer behavior is relevant today (Song et al., 2021). Consumer behavior influences purchasing decisions which initially affect the stages of purchasing decisions and consumer responses to advertisements. The stages of consumer behavior are:

1. Attention (Awareness): This message aims to generate attention spontaneously or with the media conveyed. This activity aims in general for potential customers who will be targeted. The activity can be conveyed through messages and pictures to attract the target audience's attention. This process is an awareness process.
2. Interest: This process explains that from the message conveyed, someone is interested in knowing and observing carefully. This process happens because consumers have entered the stage of interest or interest.
3. Desire: This process occurs due to thoughts that occur due to interest in the message being conveyed. This raises consumer thoughts and will consider the advantages and disadvantages that consumers will obtain.
4. Action (Action): This process is the process of a consumer having a strong desire to purchase so that a consumer decides to make the buying process.

Advertising

According to Kotler in Biantoro (2018), Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by certain sponsors that must be paid. According to Djaslim Saladin (2002: 219), Advertising is a promotional tool, usually used to direct persuasive communication to target buyers and the public where this form of advertising presentation is non-personal. From the two definitions above, Advertising is the use of media to inform consumers about something and invite them to do something. From the point of view of a consumer, advertising is a source of information intended for consumers about what products or brands they will buy or use. In general, advertising is crucial for a brand or company because it can increase awareness or sales of a brand or company.

Integrated Marketing Communication (IMC)

Integrated marketing communication, or integrated marketing communication, according to Kotler & Keller (2009: 194), is a concept in which a company integrates and coordinates various communication channels to send clear messages without interruption. Schultz in Diwati & Santoso (2015) says IMC is the process of developing and implementing various forms of persuasive communication programs with customers and prospects occasionally. The purpose of IMC itself is to be able to influence or give impact to the selected audience. Applying the proper integrated marketing communication will make the message conveyed to consumers that are right on target and can be well received; it causes an increase in purchases from a company or a brand.

1. Advertising: An impersonal sending of messages through the media paid for by the advertiser.
2. Sales promotion: A series of short-term activities that increase short-term product sales.
3. Event and experience Company activities that sponsor activities and programs made by a company with potential communities. Public relations and publicity are various programs designed to introduce or maintain the image of a company.
4. Direct Marketing Forms of communication are made directly to customers by telephone, letters, or e-mail.
5. Interactive marketing Is an activity carried out to bind potential customers directly or indirectly.
6. Word Of Mouth Marketing Activities is done through someone who distributes information by word of mouth.
7. Personal Selling Sellers and potential customers carry out these activities by presenting purposes and answering customer questions.

From the eight elements above, Integrated Marketing Communication is vital in a company to make sales of a company or brand.

Interest

Interest is a condition where a person has attention to something and desires to learn more about it. Sardiman (1990) states that interest will look good if they can find objects they like that are right on target and directly related to that desire. Interest must also have a clear objective to make it easier for someone to behave and to the proper object.

Crow and Crow (1998) explain something that has a relationship with the power of motion that will support a person to be attracted to an object, a person, or specific activities. Meanwhile, according to Sumadi Suryabrata (2002: 68), interest is a preference for something or an activity. Interest is the acceptance of a relationship between oneself and

something outside oneself—the stronger or closer the relationship, the greater the interest. According to experts from several definitions of interest, something can make people interested or like and want to know more about something.

Case study

Case studies come from the translation in English "A Case Study" or "Case Studies." The word "Case" is taken from the word "Case." Case studies are used to discover several things, such as the background to the occurrence of a phenomenon and the physical setting of a case. Case studies here are used to ask "what" but also "how" and "why." which aims to obtain descriptive data needed in a study. A case study is the most frequently used qualitative research methodology in educational research, and the methodologist needs a complete consensus on the design and implementation of the case study (Yazan, 2015). Yin (2014) describes a case study as an empirical knowledge-seeking process to investigate and research phenomena in real-life contexts. A case study is a technique for studying a person's condition and development in depth to achieve a better adjustment.

Based on the two opinions of experts, a case study is a process that studies a person's situation in detail and depth. A case study is a counseling preparation technique that collects complete, confidential, scientifically continuous data and data obtained from several parties (Mungin Eddy Wibowo, 1984: 80).

METHODOLOGY

Research Conceptualization

According to Tull and Kahle in Tjiptono (2009:6), marketing communication strategy is a fundamental tool planned to achieve company goals in developing a competitive advantage connected through the market entered and the marketing program used to serve the target market. According to Kotler and Keller (2012: 476), marketing communications are a means used by companies to confirm, persuade, and remind consumers both directly and indirectly about the products we sell. Sardiman (1990) states that interest will look good if they can find objects they like that are right on target and directly related to that desire. Interest must also have a clear objective to make it easier for someone to behave and to the right object. The application of marketing communication strategies to companies during the Covid-19 pandemic is the focus of this research. The method used in this research is the case study method, where this study places a case that is the focus of the study.

Research subject

The subject according to Sugiyono (2016: 32) that the research subject is an attribute or trait, or value of a person, object, or activity that has certain variables set to be studied and draw conclusions. The subject of this research is everything that is attached to the phenomenon of communication that exists in the fashion company "X." According to Sugiyono (2016: 298) states that the unit of analysis is a unit under study that can be in the form of individuals, groups, objects or background of social events such as individual or group activities as research subjects. The unit of data analysis in this study is the MHL brothers, who work as managers at the Surabaya branch of fashion company "X," and the DLH brothers, who work as photographers, models, and social media holders for brand X companies.

Data analysis

According to Sugiyono (2016), Data analysis techniques are research processes that are very difficult to do because it requires hard work, creative minds, and high knowledge skills. In his view, data analysis techniques must differ from one study to another, especially regarding the methods used. In this study, researchers used qualitative data analysis techniques. Qualitative data can be in the form of words, sentences, or narratives obtained through interviews or observation. The data analysis stage plays a vital role in qualitative data research.

RESULTS AND DISCUSSION

The information obtained from the two informants in this study is the finding of data obtained by researchers through observation of data and data collection from interviews conducted by researchers. The researchers here obtained a description of the answers regarding the marketing communication strategy they carried out during the Covid-19 pandemic. They started with the definition of marketing communications, objectives of marketing communications, implementation of marketing communications strategies, whether the strategy is effective or not, as well as benchmarks for the success of the marketing communications strategy used to achieve the targets of their marketing communications strategy.

Definition of Marketing Communication

The informant explained that marketing communication is an effort that is prepared to confirm and invite people by persuading them to know a company. In addition, the

informants also understood marketing communications as an effort by individuals and companies to persuade people to know what the company offers.

"In my opinion, the strategy here is defined as the steps we have carefully prepared, of course, together with the team to achieve the goals of fashion company "X" going forward." (MHL, 2022)

Marketing Communications Objectives

In addition to asking about the definition, researchers here also ask about the purpose of this marketing communication itself. Here the manager of fashion company "X," namely MHL, responds that the purpose of fashion company x is to carry out marketing communications. The most important thing is to build connections between companies. Behind to increase the turnover of a company, fashion company x here conducts marketing communications aimed at finding connections and creating a good image of a company. Meanwhile, the second informant, DHL, responded that marketing communications aimed to increase awareness of the company's name.

"There are many marketing communication objectives, such as increasing turnover and introducing our company's brand. However, the primary purpose of marketing communications is to form good connections on behalf of the company. So that one day if something bad happens, we can be assisted by other people or companies." (MHL, 2022)

The Importance of Implementation of Marketing Communication Strategy

During the Covid-19 pandemic, MHL said that fashion company "X" also considered it very important to implement a marketing communication strategy. According to him, implementing a communication strategy can significantly impact the company. Brand X companies can stand up amid the Covid-19 pandemic because they apply a communication strategy when making sales and carrying out promotions. DHL as the second informant also responded similarly to the first informant. DHL said implementing a marketing communication strategy also dramatically impacts a company. He thinks that the company will be better regarding sales and branding with a strategy implemented.

"Implementing a communication strategy is very important for us, considering that during this pandemic, the government demands people to stay home. That requires our company to maximize the communication strategy we are implementing to survive during the Covid-19 pandemic." (MHL, 2022)

Implementation of Marketing Communication Strategy in Social Media

In implementing a marketing communication strategy, the informant explained many of the strategies used by the fashion company "X" in carrying out its marketing communication strategy. As in Instagram social media, the fashion company "X" divides their accounts into four sections which aim to make people who want to purchase certain goods more focused on their goods. One of their main Instagrams has a "Verified" logo to build trust in people who will make purchases.

Instagram

The main page is usually used as promotional media before being directed to each existing Instagram. Apart from using Instagram, fashion company "X" also uses social media Tiktok which is used to upload content in the form of videos according to the theme given by fashion company "X." Apart from using Instagram and TikTok, they also have YouTube social media which contains educational content about goods sold by fashion company "X." While the website is used for people who want to make purchases online. Besides social media, fashion company "X" also carried out their strategy by participating in events or bazaars held by certain parties.

Implementation of Marketing Communication Strategy During the Event

The researcher also asked MHL if the fashion company "X" participates much in the events. Here the company assumes that by participating in these activities, we, on the part of the company, can increase the engagement of the company. Moreover, DHL also answered with the same thing as Brother MHL.

"When events such as bazaars or exhibitions occur, our company tries to participate. Because apart from increasing our engagement, these activities also increase the turnover of our company. As can be seen from the data, when we participate in bazaars or exhibitions, there are always many buyers from new people. Furthermore, after buying at the bazaar, they visit the store to see our offline store." (MHL, 2022)

In introducing its products, fashion company "X," apart from intensifying online promotions, fashion company "X" also often conducts CSR (corporate responses sociability) activities to build good relations between the company and the community. Here the informants assume that building a good image will increase engagement and a good image among the public.

The Strategy Effectiveness

Informants responded that the strategy could be effective if additional visitors were online and offline. Apart from that, we can also see the existing data from the fashion company team x regarding sales. Since the strategy was implemented, there have been lots of items, which at first were not in demand, have become a lot, and sometimes some items have been sold out. Apart from seeing these things, the informants also revealed that they also saw insights obtained from the media used. If there are additional views or other things, the strategy can be interpreted as successful.

"When implementing the strategy, of course, there are many obstacles; yes, we can implement a strategy like now, but of course, in the past, it did not work like this right away, and of course, many of the strategies we planned failed. Moreover, to get a solution, we must see how the strategy works and what we lack; we immediately find a solution." (MHL, 2022)

Benchmark of Success

The informants added that the measure of success regarding the strategy they used was the addition of live Instagram viewers, the addition of people who came to offline stores, and especially the addition of turnover for the "X" fashion company. In addition, the informants also thought that the success of the strategy from fashion company X was in addition to adding viewers on social media. In addition, the fashion company "X" also looks at the likes and insights in their social media features.

"What has become our benchmark in implementing our company's communication strategy is the addition of engagement by looking at the addition of followers, the addition of viewers on Instagram live, the addition of offline guests at our store, and, of course, the addition of turnover at our store. After using this strategy, turnover from our company has increased quite drastically." (MHL, 2022)

Analysis and Interpretation

Integrated Marketing Communication				
Element	Awarness	Interest	Desire	Action
Advertising	V	V	X	X
Sales Promotion	V	V	X	X
Event Experience	V	V	X	X
Public Relations / Publicity	X	X	X	X
Direct Marketing	X	X	X	V
Interactive Marketing	X	X	X	V
Word Of Mouth	V	V	X	X
Personal Selling	X	X	X	V

Figure 1.1: IMC Usage Chart
Source: Processed by researchers, 2022

The marketing communication strategy for fashion company "X" has several stages in grouping its marketing communication strategy. In this case, the researcher grouped the marketing communication strategies carried out by fashion company "X" into four parts, namely the AIDA theory (Awareness, Interest, Desire, Action) as the leading theory and more focus on the existing theories in the integrated marketing communication theory.

1. Awareness

In the awareness stage, fashion company "X" carries out many marketing communication strategies, which are divided into three parts using advertising theory, event experience, and word of mouth. In the advertising stage, they use social media as the medium. Instagram, Tiktok, and YouTube. Each medium has its uses and functions. However, the most widely used is Instagram. Next is the event experience stage. In this stage, they carry out the awareness stage by joining events or expos held by particular parties to introduce the "X" fashion company to the public who initially did not know about it. Finally, at the awareness stage, they use word of mouth.

Advertising

In the Advertising stage, fashion company "X" uses social media such as Instagram, Tik Tok and YouTube, which will be grouped as follows.

Instagram

In implementing marketing communication strategies on Instagram social media, fashion companies' "X" divided his account into four parts. By dividing Instagram into four sections, people can search for the items or needs they want more focused-on fashion companies' "X."

In its implementation on Instagram social media, fashion company "X" uses several marketing communication strategies in its application. MHL describes a fashion company, "X," using Instagram ads, reels, and posts/ feeds. Fashion company "X" chose this marketing communication strategy because during the covid-19 pandemic, many people were shopping online, and Instagram was one of the platforms widely used during the covid-19 pandemic, so every company was required to be able to maximize its sales online. DHL thinks the same thing as MHL; during the Covid-19 pandemic, many people used social media, so the company had to maximize its online features to survive the pandemic.

YouTube

In implementing its marketing communication strategy, fashion company "X" uses YouTube social media to carry out stages *awareness*. Fashion company "X" here uses the social media YouTube to upload content in the form of education about products that will be traded by fashion companies "X." The purpose of this education itself is intended for people who will buy certain items at fashion companies "X" and want to know about the history of the item to be purchased.

TikTok

In implementing its marketing communication strategy, TikTok media is used by fashion companies "X" to increase *awareness* people to know about fashion companies "X." In TikTok content, fashion company "X" display content in the form of videos so that people who do not know about fashion companies "X" so know the fashion company "X." Content uploaded on social media TikTok contains content about #OOTD outfits. This content contains outfit inspiration that can be imitated by people who view fashion company content."X" on tik tok

Experience Events

Fashion company "X," in the event experience stage, carries out a marketing communication strategy by participating in events held by certain groups. MHL here

explains that participating in the events provided can increase a company's engagement, which can also be proven by increasing the turnover obtained by fashion companies. "X" after participating in these events. DHL also thinks the same thing as MHL. According to him, in addition to adding engagement from a company, another function of participating in the event is to inform the public that brand x companies can also compete with their competitors because fashion company "X" itself was established in early 2020. Hence, the company also needs recognition from the community.

Apart from participating in events, fashion company "X" also participates in many CSR activities, which the company occasionally carries out to share with people in need. The two sources' answers were supported by the integrated marketing communication (IMC) theory elements, which is about event experience, namely programs made by companies with potential communities. In this case, fashion company "X" participates in events to implement the awareness stage. Yang explained that the activities they carried out aimed to increase public awareness by participating in existing events.

Word Of Mouth

In implementing its marketing communication strategy, fashion company "X" also carries out many strategies. One of them is implementing a celebrity endorsement communication strategy with top artists in Indonesia and influencers on Instagram and TikTok. A celebrity endorsement here aims to introduce the fashion company "X" to the public. In addition to introducing their products, another celebrity endorser's goal is to attract people to shop at fashion company "X" through Instagram stories and posts. Artists and influencers will upload content as solicitations and introduce the fashion company "X."

2. Interest

In the interest stage, fashion company "X" carries out several marketing communication strategies: sales promotion, word of mouth, and advertising. These stages have groupings and their respective goals and functions.

Sales Promotions

In selling its products, fashion company "X" also provides discount vouchers to customers of fashion company "X." This discount voucher can be given through the codes listed on the Instagram post from fashion company "X" and people who make offline visits to fashion company "X" stores. The purpose of giving vouchers is to attract customers to shop at fashion company "X." In addition, fashion company "X" also wants to attract

customers to their offline store. So that people who come to their place will get a discount for purchasing goods at fashion company "X."

Word Of Mouth

In the interest stage, the "X" fashion company uses word of mouth in its marketing communication strategy to create a feeling of desire in itself to make purchases at the "X" fashion company. Word of mouth means that the fashion company "X" uses celebrity endorsers and influencers on TikTok and Instagram. In their delivery, the celebrity endorsers will invite people already familiar with the fashion company "X" through previously uploaded content either by the fashion company "X" itself or the celebrity endorsers.

The content that celebrity endorsers will upload differs from the content uploaded at the awareness stage. Content uploaded at the interest stage has content in the form of invitations from celebrity endorsers and influencers to make purchases at fashion company "X." Apart from that, in the content, there are also coupons that can be used by people who will make purchases via the uploaded link or content.

Advertising

Tiktok

In the interest stage, TikTok has a somewhat important role in brand x company to generate a sense of public interest in the brand traded by fashion company "X." TikTok fashion company "X" is here to create #OOTD content that aims to give views to people who are interested in buying goods in fashion company "X." The reason for the fashion company "X" using TikTok is that, during the Covid-19 pandemic, TikTok was a social media application that was significantly trending or was on the rise. Thus, the fashion company "X" uses TikTok in its marketing communication strategy to attract attention.

Fashion company "X" uses Match Your Outfit content in its marketing communication strategy. The content was taken in one of his uploads. #MatchYourOutfit content is uploaded by fashion company "X" once a week; this content contains an overview of its target consumers who want to buy goods sold by fashion company "X" so that they are suitable and matched when worn together whether it is just clothes or clothes with a bag at the same time.

Instagram

In its marketing communication strategy, the fashion company "X" provides several voucher codes in the Instagram posts they post on their Instagram. In its marketing communication strategy, fashion company "X" in one of its posts provides a voucher code as a discount at specific prices. In uploading this discount voucher, fashion company "X" occasionally issues vouchers based on the beginning of the month and specific events such as (Imlek, Christmas, and unique fashion events). The purpose of giving vouchers is to attract customers to shop at fashion company "X." In addition, fashion company "X" also wants to attract customers to their offline store. So that people who come to their place will get a discount for purchasing goods at fashion company "X."

3. *Desire*

At the desired stage of the fashion company, "X" is a finding made by researchers in doing this research. In this study, researchers found two points: the desire for the interest stage and the desire for the action stage. At the desire interest stage, the researcher found data findings that several account posts on Instagram for fashion company "X" included vouchers or discount coupons in the captions for several Instagram posts for fashion company "X." With the provision of coupons in these posts, these respondents will make purchases at fashion company "X" and become interested. From this interest, the desire arose for each respondent to compare the prices of other companies selling the same brand as fashion company "X."

4. *Action*

In the action stage, fashion company "X" carries out several strategies: direct marketing, personal selling, and interactive marketing. At this stage, the fashion company "X" has several parts or methods in conveying its communication strategy. The marketing mix and AIDA model directly and indirectly, influence consumers in purchasing online products (Hadiyati, 2016).

Direct Marketing

In implementing its strategy in terms of action, fashion companies "X" also collect data from customers who make purchases and, of course, function as a source of company information to carry out direct marketing to consumers who have shopped at fashion companies "X." MHL explained, by collecting data on customers company can find out customers they often shop in any category of interest in fashion companies' "X." Apart

from that, companies can also send messages to customers who are already recorded when making purchases and aim to send messages about updates that occur in fashion companies' "X." DHL also thinks the same thing as MHL, by collecting data on customers fashion company "X" can be precise in determining the target who will be sent.

Personal Selling

In personal selling, fashion company "X" uses the website to display what catalogs are sold by fashion company "X" and see the prices listed so that customers know the details of the items they will buy. Besides that, the purpose of making the website is to purchase goods other than through Instagram from the fashion company "X."

The website here is used by fashion company "X" as a medium provided in the action stage, which explains that a customer wants to make a purchase. So that the fashion company "X" uses the website as a marketing communication strategy for customers in making purchases. From the results of the data analysis that the researcher has done, the researcher interprets the data that the fashion company "X" writes everything about the complete catalog and prices on the website of the fashion company "X," which aims so that people can make purchases by knowing the item in detail.

Interactive Marketing

In carrying out its strategy, fashion company "X" uses the live shopping feature on Instagram. The live shopping feature here is used to trade the products they sell. Using the live shopping feature here, talent from the fashion company "X" will show the items that will be traded and many items that are discounted. The purpose of live shopping is to reach people who want to buy goods at the fashion company "X," but these people cannot see the model of the item directly.

CONCLUSION

Fashion company "X" utilizes social media such as Instagram, TikTok, and YouTube in several stages of its marketing communication strategy. In addition, they also do celebrity endorsers, which aim to increase awareness and interest in their company. Besides celebrity endorsers, they also use live shopping activities and vouchers to attract consumers to shop at their company. The efforts of the marketing communication strategy built by the fashion company "X" are carried out to fulfill the objectives of their marketing communication strategy.

In addition, the Brand X fashion company also collects data every time a customer purchases. Here the brand x fashion company aims to send the latest item updates or news about the brand x fashion company. Indirectly, brand x fashion company can bind customers to make more purchases at brand x fashion company. In conclusion, the brand x fashion company needs to use a strategy to attract desire because the brand x fashion company, in conducting awareness to its customers, immediately takes action to offer the products they sell either through live shopping programs or through offline sales.

REFERENCES

- A. Crow, dan Crow, L. (1998). *Psikologi Belajar*. Surabaya: Bina Ilmu
- A M, Sardiman. (1990). *Interaksi Dan Motivasi Belajar Mengajar*. Jakarta: Raja Grafindo Persada
- A, Shimp, Terence,.(2003). *Periklanan Promosi & Aspek Tambahan Komunikasi Pemasaran Terpadu, Jilid I (edisi 5)*, Jakarta :Erlangga.
- Biantoro, Indrasukmana, Nico. (2018). *Strategi Komunikasi Marketing Public Relations Honda Surabaya City Center Dalam Menjadi Official Klub Persebaya Pada Kompetisi Liga 2*. Retrieved from: <https://dewey.petra.ac.id/catalog/digital/detail?id=43030>
- Diwati, F., dan Santoso, T. I. (2015). *Pengaruh Strategi Integrated Marketing Communication (IMC) terhadap Keputusan Membeli Konsumen pada Binsis Tour & Travel di Wilayah Daerah Istimewa Yogyakarta*. Jurnal EBANK, Vol. 6, No. 2, 33-54. Retrieved from: <https://ebbank.stiebbank.ac.id/index.php/EBBANK/article/view/75>
- Fransiska, Y., Andhika, F., Indra, M., & Rengganis, R. (2012). Determining the Most Effective Promotion Strategy for Clothing Company in Bandung, Indonesia. *Procedia Economics and Finance*, 4(Icsmed), 120–129. [https://doi.org/10.1016/s2212-5671\(12\)00327-9](https://doi.org/10.1016/s2212-5671(12)00327-9)
- Ganesh, C. N. (2020). AIDA Model – A Panacea for Promoting Products. *International Journal of Recent Technology and Engineering*, 8(5), 1572–1576. <https://doi.org/10.35940/ijrte.d7346.018520>
- Hadiyati, Ernani. (2016). Study of Marketing Mix and AIDA Model to Purchasing OnLine Product in Indonesia. *British Journal of Marketing Studies* Vol. 4, No. 7, 49-62, November 2016. Retrieved from: <https://www.eajournals.org/wp-content/uploads/Study-of-Marketing-Mix-and-Aida-Model-to-Purchasing-On-Line-Product-in-Indonesia.pdf>

- Kusniadji, S. (2016). *Strategi Komunikasi Pemasaran dalam Kegiatan Pemasaran Produk Consumer Goods (Studi kasus Pada PT Expand Berlian Mulia Di Semarang. Jurnal Komunikasi*, 8(1), 83-98. Retrieved from: <https://journal.untar.ac.id/index.php/komunikasi/article/view/49>
- Kotler, P. & Keller, K.L. (2012), *Manajemen Pemasaran Jilid I Edisi ke 12*. Jakarta: Erlangga.
- Roberto, Andreas. (2018). Strategi Komunikasi Humas PT Jasa Marga (Persero) TBK Cabang Gempol – Surabaya Dalam Menyosialisasikan Sistem Pembayaran Elektronik. Retrieved From: <https://dewey.petra.ac.id/catalog/digital/detail?id=42973>
- Song, H., Ruan, W. J., & Jeon, Y. J. J. (2021). An integrated approach to the purchase decision making process of food-delivery apps: Focusing on the TAM and AIDA models. *International Journal of Hospitality Management*, 95, 102943. <https://doi.org/10.1016/j.ijhm.2021.102943>
- Suryabrata, Sumadi. 2002. *Psikologi Pendidikan*. Jakarta: PT. Grafindo Perkasa Rajawali
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Suwito, Kusumadewi, Joanna. (2020). Strategi Komunikasi Online Public Relations Tourism Information Center (TIC) Surabaya Dalam Melakukan Komunikasi Pariwisata di Kota Surabaya. Retrieved From: <https://dewey.petra.ac.id/catalog/digital/detail?id=47653>
- Tull, Donald S. dan Lynn R. Kahle. (2016). *Marketing Management Prentice Hall International*
- Yazan, B. (2015). Three approaches to case study methods in education: Yin, Merriam, and Stake. *The Qualitative Report*, 20, 134–152. Retrieved from: <https://nsuworks.nova.edu/tqr/vol20/iss2/12/>
- Yin, R. K. (2014). *Case study research: Design and methods*. Los Angeles, CA: Sage.
- Yusuf, A. F. (2021). *Strategi komunikasi pemasaran 3Second dalam menarik minat beli konsumen* (Doctoral dissertation, UIN Sunan Gunung Djati Bandung).