

Research Article

Digital Marketing Analysis of Shoppe Live as a Marketing Strategy for Online Business Murah Jaya Store of Probolinggo (Digital Marketing Analysis of Shoppe Live as a Strategy Online Business Murah Jaya Store of Probolinggo)

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Abstract: This study aims to analyze digital marketing through the shoppe marketplace and the increase in income or sales profit of the Barokah Kids store. The method in this study is a descriptive qualitative method with a case study approach. The data used are interviews with the owner of the Barokah Kids store, as well as an analysis of Shoppe's live content reports and product sales reports. Toko Murah Jaya Probolinggo is an online store selling diapers or pampers of all brands.

Keywords: Digital Marketing Analysis, Marketing Strategy, Online Business.

I. INTRODUCTION

In the era of digital business that continues to grow, in addition to social media, which is widely targeted for marketing products owned by sellers. Digital businesses, better known as online businesses, have recently continued to increase after COVID-19 and are predicted to increase drastically yearly. In marketing or selling online business using the help of the internet network. This is a great opportunity for the Company where this golden opportunity can be used by the Company for marketing and increasing revenue in stores, especially in the Barokah Kids store which basically carries out sales transactions through Shoppe Live and Shoppe stores. Digital marketing is one of the marketing media that is considered very important for some millennials and Gen Z. Some of them feel that digital marketing or promotion can increase profits or sales revenue in their stores. Digital promotions provided by Shoppe to increase sales have many very diverse models, ranging from advertisements to short videos, known as Shoppe videos. There are affiliates and also Shoppe live. The development of technology in this millennial era has a great influence, especially in the field of information and communication, especially the internet, where competition is increasingly competitive (Ghriztian, 2016). From the explanation above, it can be concluded that digital marketing can have a big effect on the business world, especially businesses that can join today's marketplace. Not only traditional businesses but online businesses also experience what is called a price war; a price war usually occurs because of the difference in shopping for stock goods from producers to distributors, where producers will give low prices to producers who dare to take a lot of stock so that producers can give high discount prices to distributors so that distributors also give different discounts to consumers. From the price difference, a price war will then emerge, which will arise in the marketplace. This price difference will be able to attract customers who actively shop in the marketplace.

Marketing products online through a website created to attract more buyers so that product sales revenue can increase and get customers outside the region (Dwijatanti, 2022). Every price difference will attract customers, especially if the store can provide discounts in the form of store discounts or cashback, either in the form of nominal discounts or in the form of coins. From the many items, it will also provide added value for customers to online stores in the marketplace. Some of the trending marketplace sites in Indonesia that have many visitors are Shoppe, Lazada, bukalapak, Blibli and Tokopedia (marketeers, 2017).

Basically, the wider community in Indonesia has begun to understand how to shop through the marketplace, both for shopping for clothing and food needs. Indonesian people prefer an easy way to shop, and goods arrive quickly at home. Several existing marketplaces, especially Shopee, have responded to this convenience quickly. Shopee provides many conveniences for its users, starting from the cash-on-delivery or COD payment system. There is also a buy-first-pay-later system with a payment agreement for the following month. So, the shops in the Shopee marketplace also try to adjust to the policies set by Shopee. Starting from implementing a cash-on-delivery system to determining what expeditions support the buyer's area. The cheap Jaya shop, engaged in the sale of diapers, tries to follow all existing rules, from adding sales displays to regulating taxes set by Shopee. Every rule that exists will bring the shop to be ranked at the top of the search. Basically, shops that join Shopee provide many conveniences to customers because achieving profit is the main goal of the business actor.



However, all of that is inseparable from the existence of the internet, which is an important support for operating the marketplace application. The internet is a very effective tool and is something sensitive for online business actors such as cheap Jaya stores. The internet can help cheap Jaya stores reach buyers nationally in the archipelago; even if cheap Jaya stores continue to innovate, they can spread their wings to neighboring countries. The internet is a sensitive thing because it is the internet that online stores can continue to be open 24 hours a day, even though some marketplaces provide a shop holiday feature. The owner sees the benefits of having this internet assistance. Also, the owner of the cheap Jaya store analyzes that there will be a very significant development in sales in the shoppe marketplace, considering that more and more people in Indonesia are starting to switch from shopping at supermarkets to online shopping.

The availability of diaper products available at the cheap jaya store is very diverse, ranging from the cheapest prices to quite expensive prices, all available at the cheap Jaya store in the shoppe marketplace. The availability of these goods is expected to attract the attention of shoppe users to shop at the cheap Jaya store. There are so many diaper products from various brands that we can see at the cheap Jaya store, including Mamypoko, Merries, Sweety, Baby Happy and several other brands.

Toko murah Jaya really maintains the trust of its consumers when making transactions for buying and selling products both online and offline, of course, by prioritizing good product quality both in terms of shipping goods, packaging and ensuring delivery of goods according to the specified date. The loyalty of the toko murah jaya is often very much appreciated by online and offline customers.

Based on the explanation above, the researcher then tried to observe more deeply and research how the cheap Jaya shop manages its sales strategy by relying only on one marketplace, Shoppe, but still making a profit.

II. RESEARCH METHODS

The research method used is descriptive research with a qualitative approach, where the qualitative method is a method with scientific thinking and the development of new thoughts or ideas. Qualitative research methods are research methods used to research natural object conditions, where researchers are key instruments, data collection techniques are carried out by triangulation (combination), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2020).

Of course, in a study, there must be relevant techniques and data collectors that can be used in the study. Some of the data collection techniques that researchers use in this study are:

1. Interview

The interview is a data collection technique to determine the problem point to be studied (Sugiyono, 2016). Meanwhile, Esterberg in Sugiyono (2022) explains that an interview is a meeting of two people to exchange information or an idea. To obtain the data in question, the researcher meets face-to-face with the respondents to find the information needed related to the research.

2. Observation

Observation is a method of collecting data that uses direct or indirect observation (Riyanto, 2010). Observation is a complex process, a process that is composed of various biological and psychological processes (Sugiyono, 2014). Based on the explanation above, observation is a study conducted by conducting observations and writing down in writing or notes from various biological and psychological processes, where the objects in the study are those that appear in the cheap Jaya shop.

3. Documentation

Documentation method researchers investigate written objects such as books, magazines, documents, regulations, meeting minutes, diaries and so on (Arikunto, 2006). According to the explanation above, documentation is written objects that record the results obtained.

III. RESULTS AND DISCUSSION

The use of information technology is a must for the owner of the cheap Jaya shop to advance the business that is being run and is ready to compete with other shops in the marketplace; the cheap Jaya shop can generate a profit of approximately IDR 10,000,000 million in a month, by maximizing all sales. Starting from online sales to Shoppe live with a duration of 120 minutes or 2 hours per day. This can increase the profit income obtained by the cheap jaya probolinggo shop. The cheap Jaya shop was established on January 1, 2021, in Karangpranti Pajajaran village, but now the shop has moved to Kerpangan village, Leces. At the end of 2021, the owner of the Barokah Kids shop started to enter the digital business, but only doing business and not getting too involved. The business also had only marketing and introductions from Facebook and WhatsApp stories. However, with the growing curiosity of the owner of the cheap Jaya Probolinggo shop, the owner then tried several shoppe tricks, one of which was from Shoppe live and shoppe video, which then increased sales profits at the cheap Jaya Probolinggo shop, and here is the complete profile of the cheap Jaya Probolinggo shop:

From the results of interviews and observations that have been conducted at the Murah Jaya Probolinggo shop with the owner and the owner of the shop, several problems caused sales on the Shopee marketplace to decline:

- a. The TikTok application emerged as a competitor. The TikTok application also makes it easier for users to shop; even TikTok itself provides a COD system which is ultimately widely used by the public.
- b. The stock of goods from agents is limited, and you cannot pick up goods daily.
- c. Shipping issues that sometimes take 3 to 4 days

From the above situation, the owner of the Murah Jaya Probolinggo shop must continue to innovate and be creative so that the Murah Jaya shop on Shopee continues to be glanced at by customers and becomes the main target for purchasing baby necessities.

1. Pay more attention to the price.

In pricing, the cheap Jaya Probolinggo shop is very careful and pays close attention so that it is not too expensive and also not too cheap in resale, pricing is very important because it can attract customers/buyers; so far, the cheap Jaya shop has also implemented payments with a COD system and can use Shoppesay latter.

2. Aggressively doing promotions

promos often used by the cheap Jaya store are free shipping with a minimum purchase of Rp. 125,000, the reason the cheap jaya store does not do a shipping promo of Rp. 30,000 because the cheap Jaya store only serves purchases in carton quantities. This does not immediately discourage buyers because the cheap Jaya store setting the selling price is already cheaper than online stores in other shopee marketplaces.

3. Improve product quality

This is optional for the Murah Jaya store because this is the final decision of the manufacturer who produces the goods, but in fact, the Murah Jaya store provides a variety of products ranging from the newest to good products.

4. Customer service

a very important and very sensitive thing is the provision of service to consumers; how the owner provides service by chat shopee to each consumer/buyer determines whether the consumer will decide to buy or not. In the Shopee marketplace application, it will usually confirm how quickly we will reply to messages received by the store; the cheap Jaya store pays enough attention to this, and it is proven that the store can reply to 94% of messages in a matter of hours. The Cheap Jaya store also ensures that the products sent to consumers are not defective products. However, suppose consumers receive defective or damaged products not damaged by the expedition. In that case, the Cheap Jaya store provides a return system, which can attract customers by 65% of the customers of the store owned by the cheap jaya store. Customers must understand the process of returning goods, which includes:

- a. Click the sent menu on the shopee menu
- b. select order
- c. select submit return
- d. the reason why the consumer wants to return the item
- e. upload photos/videos of the product to be returned
- f. confirmation
- g. waiting for a reply from the store.

5. Intensive promotion

Shop owners not only have to upload product photos to the store but can also use Shopee Live as an alternative profitable means. In the existing provisions, living up to 120 minutes per day can provide a graph of increasing income. In addition to relying on Shopee Live, owners should take advantage of various items available, such as advertisements for products sold and Shopee videos or take advantage of various other social media, such as WhatsApp, Facebook marketplace and so on.

The increase in income at the cheap Jaya store increased drastically from June 2024, which was originally online income of IDR 6,970,000, increasing drastically to IDR 15,130,000 in July; August increased drastically because the cheap Jaya store participated in the 8.8 event to IDR 68,000,000 for a period of 2 weeks. The increase in income was because the store owner continued to follow directions to participate in various available promos. If the cheap Jaya store continues to take advantage of the existing moment, the cheap Jaya store will be able to get very influential profits to increase sales, including:

- a. have many business relations
- b. better known in society
- c. Ease of Transaction
- d. save more production costs.

To solve all the problems above, it would be good for the Murah Jaya shop to pay attention to several solutions from researchers:

- a. Use the Shopee advertising feature to the maximum, create Shopee video advertisements with the most interesting words possible, and do live streaming on Shopee for 2 hours per day by giving discounts or gifts to buyers.
- b. Murah Jaya store owners must be diligent in updating their store stock through several social media, including WhatsApp and Facebook. To provide information to customers about stock or if necessary, a special store group can be created that contains customers.
- c. Maintaining consumer trust, especially in shipping goods, that the goods sent are not defective or bad goods. All goods sent are new goods from the factory.
- d. Maintaining relationships with Murah Jaya store customers, both online and offline, and prioritizing old customers.
- e. Provide space for customers to convey criticism and suggestions, especially on the application, because it is an evaluation material for the Murah Jaya store.

Based on the results of the research conducted, with the presence of live video and support from many cheap shop items, Jaya makes a lot of profit. This data can be seen from July to August, when it increased drastically. The biggest increase was obtained by Shoppe Live; the following data table is presented.

June 2024 income table

Month	Total quality	Price item	Presentation (%)
June	41	Rp. 170,000	Rp. 6,970,000

July 2024 income table

Month	Total quality	Price item	Presentation (%)
July	89	Rp. 170,000	Rp. 15,130,000

August 2024 income table

Month	Total quality	Price item	Presentation (%)
August	404	Rp. 168,000	Rp. 68,000,000

From the table above, it can be concluded that the cheap Jaya Probolinggo shop continues to be consistent in running its online shoppe business in the Shoppe marketplace, especially using live streaming video and resetting the selling price by lowering the basic price from Rp. 170,000 to Rp. 168,000 / carton for Mamypoko products. Some efforts used by the cheap Jaya Probolinggo shop to organize a curious business strategy:

1. Adding to the stock of goods, all of which are only in the tens, every day it increases because of the many customers who continue to shop at the cheap Jaya Probolinggo shoppe.
2. Giving some gifts to buyers who check out during life, the gifts given are usually put in one of the boxes and as a thank you from the store to the customer.
3. Adding stock, which was originally only at Mamypoko, adds stock to several other brands so that customers don't turn to other shops.
4. Provide free shipping with a minimum purchase of Rp. 125,000
5. You can check out combos, which means you can buy several items at once at the Murah Jaya store.
6. Building good communication with customers, live shoppe chat and some interactions via WhatsApp media.

IV. CONCLUSION

The problem faced by the cheap Jaya shop is the lack of maximizing marketing strategies through shopee and, so far, only selling as usual without using live shopee and not utilizing shopee advertisements as an introduction material to attract other customers. With this research, the cheap Jaya shop was able to increase profits or income far from what was expected by the previous owner. The strategy used by the Cheap Jaya shop has begun to be organized; in addition to selling as usual, the Cheap Jaya shop is now doing live videos to sell products in its shop. The cheap Jaya shop is also consistent with the programs held in its shop starting from providing cashback, free shipping and discounts to all customers. The use of the Shopee Marketplace is less noticed, so some of the features in it are not utilized properly by the cheap Jaya shop. With this, a problem arises, which then loses to the TikTok application, which is available 24 hours a day for live products. Therefore, the cheap Jaya shop wants to build its online shop to develop more rapidly and be accepted by the wider community by making several efforts or improvements such as live shopee videos, making shopee advertising videos and providing many surprises for customers. Also active in this flash sale program allows customers to interact with the owner or owner of the cheap Jaya shop directly. In addition to all the conveniences above that have been provided by the cheap Jaya shop, the cheap Jaya shop also provides payment with the COD system and is supported by payment with Shoppe Pay Later.

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