

# The Use of Social Media Platform and Ecommerce as Marketing Communications Tools During Pandemic Covid-19

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**Abstract**— Nowadays, thread for a company not only about sales only. More than that, along with the times and enforcement of the free market, a company should have to compete to raise the brand on customer's mind. As we know, the purpose of marketing is to sell goods and services through attractive packaging, competitive pricing. While now, the company also need to build relationships with a variety of publics that can enhance the organization's reputation and establish trust in its policies, products, and services. Because of that situation, the company need a special department and tools to run sales and brand awareness at the same time. This system, usually called as integrated marketing communications (IMC). Many tools that used by this IMC system, some of them like social media and ecommerce. During the pandemic, IMC process have been done by Marketing Communications Departement of Nadjani Indonesia and it were very helped with communications channels as a social media like Instagram. Besides that, function as virtual storefront, Instagram were used as tools which can made measurable engagement. This engagement were born from interactive posts. Beside Instagram, Nadjani Indonesia also used few ecommerce as they market channels, one of them is Tokopedia. At Tokopedia, Nadjani can do marketing things like direct selling on offline store. Not only sales activity, but the ecommerce also help Nadjani Indonesia build the brand value for customer and also future customer.

**Keywords**—*Social media, Marketing communication, Covid-19*

## I. INTRODUCTION

Now a days, thread for a company not only about sales. More than that, technology, globalization, and social responsibility, have dramatically changed the marketplace, bringing consumers and companies new capabilities. The marketplace is also being transformed by changes in channel structure and heightened competition. Empowerment is not just about technology, though. Consumers are willing to move to another brand if they think they are not being treated right or do not like what they are seeing, as Progressive Insurance found out.

Besides that, along with the times and enforcement of the free trade market, a company should have to compete to raise the brand on customer's mind. As we know, the purpose of marketing is to sell goods and services through attractive

packaging, competitive pricing. While now, the company also need to build relationships with a variety of publics that can enhance the organization's reputation and establish trust in its policies, products, and services.

Selling focuses on the needs of the seller; marketing on the needs of the buyer. Selling is preoccupied with the seller's need to convert his product into cash; marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering, and finally consuming it.

Because of that situation, the company need one system that integrated between marketing and other part like communications. Integrated marketing occurs when the marketer devises marketing activities and assembles marketing programs to create, communicate, and deliver value for consumers such that the whole is greater than the sum of its parts. Two key themes are that (1) many different marketing activities can create, communicate, and deliver value and (2) marketers should design and implement any one marketing activity with all other activities in mind. This special part, usually called as integrated marketing communications (IMC). Many tools that used by division of IMC, like social media platform and ecommerce. The aim of this research are to know how does a local muslim fashion brand use social media platform and ecommerce as its marketing communications tools and what are the strategies that they implement to enhance its audience engagement on social media platform during Covid-19 pandemic.

## II. METHOD

This research is a descriptive qualitative research. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. This methodology focuses more on the what of the research subject than the why of the research subject. The descriptive research method primarily focuses on describing the nature of a demographic segment, without focusing on why a particular phenomenon occurs. In other words, it describes the subject of the research, without covering why it happens. The aim of this research is to get actual data, which focus on research result by do some interview, observations, and documentations.

### III. RESULT AND DISCUSSION

End of 2011, Nadjani present to the hijab fashion world which placed in Kota Bandung. Start their business with entrusted their product at a hijab store in Menteng Jakarta, now Nadjani already has 1 store in Kota Bandung and 3 stores in Jakarta. In the middle of 2013 nadjani decided to go into online with having a social media account on Instagram. Now nadjani has about four hundred thousand followers on Instagram.

Nadjani start their business on Instagram simply, one person which is the owner act as the photographer and run the social media and one person as the admin which handled sales and customer. When new product finished and ready on the warehouse, the photographer take pictures for that new product and then uploaded on Instagram. After that, customers can ask about the product and also buy it. But along with the times, and then many new brands present the hijab business in Indonesia, Nadjani cannot use Instagram for only doing business, but has to further than that.

On 2014, Nadjani involved on Indonesia Fashion Week. Nadjani used the Instagram to presenting all their activities during their preparation for the show and also IFW activities itself. Nadjani share many photo, start from they first meeting with IFW committee, nadjani design which will present on the show, the rehearsal, the show and also after show. We can saw the enthusiastic of the followers when Nadjani upload the video during the show. Many views and comment that we had on Instagram, most of them gave positive feedback. After the show and still on the IFW location, the customers can meet hijabers selebgram (celebrities on Instagram) which support nadjani's show on IFW and they can took photos with them. Nadjani made this activities to bring the customer into nadjani's booth, and it was succesfull to raised the sales. Instagram also used by Nadjani to introduces their website which made on 2017. By posted about Nadjani's Website on Instagram, they hope Nadjani followers on Instagram knew about Nadjani's website.

March 2020, when Covid-19 pandemic has declared as a global pandemic, business changed. Most people got scared to travelled or even going out from their house. Stores closed or opened with restricted business hours. Students has to study from home and also workers. It decrated the sales, because people held to buy some stuff which not important. Besides that, because of work from home, workers don't bought working dress a lot. So, nadjani realized that our business had to changed quickly.

This situation was helped by Nadjani's Instagram, website and ecommerce platform. So, with the lockdown situation, they still can do business by online. But after that, they had some homework, how can some pictures that uploaded on social media can made the customers believes it was a good high quality and fit for them. Because only 53% Indonesia's netizen has a trusted with online shop (Kompas.com, December 2020).

Nadjani started their movement with found out what can and cannot we do during the pandemic, especially during the lockdown, as store business operational hours, for example. And then, found out the procentage between workers which are work from office and work from home. Last, Nadjani

also found out what netizen do during the lockdown at their home. With this early analyzed, nadjani can produced appareals based on customer's needs.

From Nadjani's social media analyzed, especially Instagram, from pictures that customers shared, direct messages and comments also on Instagram, finally Nadjani has a grand design about what customers really needed and wanted during the lockdown situation. Nadjani decided to produced homedress, sports and gardening apparels to fulfill the needs of its costumers while staying at home. Besides that, Nadjani also did some simply quiz for customers to found out how many active customers on their Instagram.

More than that, when Nadjani has to closed the stores in Jakarta for almost one month, Nadjani doing Ramadhan Sale on their Instagram. As weknow, during the Ramadhan, the sales of clothe things usually increase. With this Ramadan Sale, Nadjani are hope that the sales which is decreased on the beginning of Covid-19 pandemic, can replaced with this Ramadhan sales. And the result was very great, because total sales on same season between this year and tahun sebelumnya, only 5%-10% lower this year. That situation described that customers did not doubt anymore to do some shop by online via social media and marketplace.

To support the government on handling Covid-19 pandemic, Nadjani also held some corporate social responsibility (CSR) by sharing thousand mask with Indonesian Citizen like on West Nusa Tenggara and some placed on Tangerang, Banten. This CSR also involved by Nadjani's customers. When the customers bought some clothes, Nadjani will set aside some from that sales for buying the mask from another small mask traders. So with this system, customers not only helped the government, but also another citizen and another traders. Because of this system, customers are very enthusiastic to contribute the CSR program. This program was successful to increased the customers engagement. It can be seen on their comments on Nadjani's Instagram, many of them gave positive comment and touched with this activity.

Instagram also used by Nadjani to announce events like collaboration, as Nadjani and Babybirds do during this pandemic. Besides that, the collaboration, Instagram also used for announce the opening of new stores, one of that stores in Kota Bandung. Instagram also used to announce the opening Nadjani online store on marketplace like Lazada and Tokopedia. With this announcement, hopefully the customers know Nadjani's activities and the customers can "joining" with giving some comment on Instagram. For examples, how was the design which is collaboration with other brand, how was the location of Nadjani new store, how was the services, etcetera. From Instagram Nadjani also can find out complain from customers. So, Nadjani can evaluate quickly before the problem getting bigger.

Covid-19 pandemic has changed the business and also consumer behavior. It makes Nadjani have to looking new strategy to adapt the changed of consumer behavior. This situation was helped with social media that Nadjani have since years ago, so when pandemic present to the world, Nadjani can adapt easily and so do the customers. Nadjani already have about thirty hundred thousand followers on Instagram and one till two hundred people get into Nadjani's website per day.

But there's still some behavior that we have to adapt because of this pandemic. Because pandemic has been delimitate our creativity and activity. For examples, before pandemic people love to hang out, having some events or party with their friends, and then they uploaded their activities on Instagram, now, they cannot do that anymore. It means not many photos can be uploaded include photos from Nadjani's customers. Whereas with that activities and way, it can help to introduce the Nadjani's brand to potential customers.

That situation also gave an impact to Nadjani's photo product on Nadjani's owner Instagram Nadya Nizar. Usually, when owner of Nadjani has an event like product launching, event with friends, She always upload the photo on his Instagram. Many customers give reaction as like that post and moreover, giving some comment. And this reaction gave many pengaruh for build customers engagement. Beside that, on some case, when have special occasion like Nadjani's anniversary, Nadjani's owner endorse his friends and gave them Nadjani's product to use on that event. Then, Nadjani's owner ask them to post their photos using Nadjani's product on their social media, like Instagram. This endorse strategies also increase positive engagement between Nadjani, their endorser, and customers.

To replaced that activities, Nadjani has endorses few celebrity especially who has been rising up on television, like Lesty Kejora one of singing contest participant. For Lesty Kejora, Nadjani sponsored some event costumes. Lesty did not just wearing it, but also posted his photos using Nadjani product on his Instagram which already followed by twenty million person. And as our predictable, the posted liked by 615 person, and also rise up the number of Nadjani's followers on Instagram plus build high positive Nadjani's engagement with the customers.

Besides Lesty, Nadjani also endorse Raffi Ahmad Family, like his mom and sisters. For Raffi Ahmad Family, Nadjani use different strategy from Lesty. Because this family also have some residences in Kota Bandung, so Nadjani invite them to came to the stores, they did live shopping and posted on Nadjani Instagram, then they gave some testimoni about Nadjani's product while their did shopping. After finished it, Nadjani's owner and Raffi Ahmad family member's took some pictures in front of Nadjani's store. This promotion activities also rised up the positive engagement. Not only that, Nadjani's product which been choosed by Raffi Ahmad's mom and sisters was sold out and already repeat to produced for many times. Coincidence they loves to go cycling by bicycle, so many Nadjani's followers doing the same activities and also using Nadjani sport's product. So, we don't couldn't worry anymore about decreasing of Nadjani work's product. And this post, liked by one thousand Nadjani's followers.

During Covid-19 pandemic, Nadjani also use other platform like ecommerce. Lazada was choosen as Nadjani Ecommerce Platform from early 2020. End of 2020, Lazada was collaboration with Femina Magazines to organize Jakarta Fashion Week (JFW) 2021 and Lazada asked Nadjani to be one of their tenant on that event. Before pandemic, JFW was held offline on one of exclusive mall in Jakarta. Because of pandemic, the committee still run the

show by online. Online fashion show was shown on Lazada Channel, but for the photo shoot, fashion show still do offline on a real catwalk. All of the audience can see the show from their gadgets by using Lazada Channel, like streaming tv. This fashion show also bring many audience on, they enjoy the show so much. Not only can saw the show, the audience also can shop all fashion show products on Lazada Platform. For Nadjani, this show brought new experience, attract many followers and also earned many profit for the company.

#### IV. CONCLUSION

Pandemic bring many changes and its run so fast. Not only for business, its also for the economic in general. Pandemic makes the economic running slow and it makes the businessman/businesswoman cannot used old style for doing their business. Integrated Marketing Communications (IMC) comes as a new strategy on the market. Marketing communication focuses more immediately on products and services that respond to the wants and needs of consumers. It seeks to foster an economic exchange between the organization and its consumers. With the help of kind of tools like social media and ecommerce, we hope this way can help the businessman easier to get some describe of consumer's attitude and after that the result can create a new way of marketing communications.

From that descriptions, we can describe that during Covid-19 pandemic, Nadjani was very helped by internet network. This internet network made Nadjani can have a communication channel which can reach majority people in the world. The communication channel that Nadjani use, like Instagram and Lazada, not only use for sale their product, but also to have some simple analyze from the customer response and then make some positive engagement with them. So, the Marketing and the Communication are Integrated.

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