

# Analysis of the Role of Social Media on Sales of Used Clothing Online in Kupang City

\*Heni M. Sauw

Business Administration  
Department,  
State Polytechnic of Kupang  
Kota Kupang, Indonesia  
[henisauw1703@gmail.com](mailto:henisauw1703@gmail.com)

Reisanty M. Djami

Business Administration  
Department,  
State Polytechnic of Kupang  
Kota Kupang, Indonesia  
[melandjami3105@gmail.com](mailto:melandjami3105@gmail.com)

Ronald Renoat

Business Administration  
Department,  
State Polytechnic of Kupang  
Kota Kupang, Indonesia  
[renoatronald@gmail.com](mailto:renoatronald@gmail.com)

**Abstract**—This study aims to: 1) find out how the role of social media in selling used clothing online in the city of Kupang; 2) Knowing the factors that influence the sale of used clothing online in the Kupang city. Data was collected using the methods of observation, interviews, and documentation. This study uses a qualitative descriptive method, namely by describing and systematically interpreting facts and characteristics appropriately. The subjects in this study were sellers of used clothing online on Facebook and Instagram in the city of Kupang. The method that the author uses in analyzing the data is descriptive qualitative, that is, the analysis is carried out after the data has been collected and then the data is classified into categories on the basis of the similarity of the types of the data are connected with each other so that finally a complete picture will be obtained about problem obtained. The results of data analysis show that the role of social media in selling used clothing online in the city of Kupang is very important where Facebook and Instagram social media have a positive impact on internet network users, which can be seen from the higher level of users of the two social media who use them to promote product sales. Also the factors that influence consumer interest in buying used clothes online are internal factors and external factors. Internal factors include work, lifestyle, attitudes and beliefs, motivation. While external factors that influence consumer interest in buying used clothes online are cultural factors, social factors, price, and quality.

**Keywords:** *Social media, online sales, used clothes*

## I. INTRODUCTION

Technological developments and globalization greatly affect people's economic growth and make almost all economic activities increase and expand the field of trade which makes the world without boundaries of space and time so that the level of competition that must be faced by producers engaged in trading business is also higher. Consumers increasingly want a pattern of fulfilling their life needs more easily (effectively and efficiently). One of the improvements in the progress of the era is the increasing number of internet users and the availability of applications on mobile phones so that businesses in the online field are increasingly widespread with the use of social media as a means of transacting either by using social media Facebook, WhatsApp, Instagram, and so on.

Online sales, is one type of buying and selling transactions that use social media by using internet media to make transactions. Until now, online sales are one of the most widely used transactions in buying and selling and most online sales use social media Facebook and Instagram. Many have started to practice business in the field of online trading because it is considered faster, more practical, saves costs, and is profitable. This makes it easier for buyers to buy the products offered, and as sellers and buyers make buying and selling transactions without having to meet face to face.

One of the online businesses that is booming in Kupang City by utilizing social media is the sale of used clothing or known as "Baju rombongan". In promoting and selling the products sold to the people of Kupang in particular and also to people in other

districts, they use the internet. The used clothing business is one of the promising prospects in the clothing business, because with a small capital it can generate considerable profits. Most of the used clothes that are popular are imported used clothes, because imported clothes are considered to have quality materials and even well-known brands, the models are also attractive and of course the prices are very cheap. However, the sellers in the Kupang city have not fully used social media to its full potential.

Seeing the above, the researchers are encouraged to conduct research on the Analysis of the Role of Social Media on the Online Sales of Used Clothing in the Kupang city.

Objectives in this study:

1. To find out how social media plays a role in selling used clothes online in Kupang city.
2. To find out the factors that influence the sale of used clothing online in the Kupang city.

## II. LITERATURE REVIEW

### 2.1 Social Media

According to Kotler and Kevin Keller (2012; 568), social media is a means for consumers to share text, image, audio, and video information, with one another, either between companies or individuals/personal. Meanwhile, according to Thoyibie (2010: 15), social media is content containing information, created by people who use publishing technology, very easily accessible and intended for fellow users and with the general public.

1. While another definition of social media according to Henderi et al, social media is a social networking site such as a web-based service that allows individuals to build public or semi-public profiles in a restricted system, a list of other users with whom they are created by others with a system. . From these two definitions, it can be concluded that social media users are a means of exchanging information between individuals and can be used as a means of company promotion.
2. In addition there are other opinions according to Puntodi the use of social media functions as follows:
3. The advantage of building personal branding through social media is that you don't know tricks or pseudo popularity, because the audience will decide. Various social media can be a medium for people to communicate, discuss, and even gain popularity on social media.

4. Social media provides an opportunity to interact more closely with consumers. Social media offers a more individualized form of communication. Through social media, marketers can find out the habits of their consumers and engage in personal interactions and build deeper engagement. From the explanation above, it can be concluded that social media is a means of delivering information between people and groups based on their experiences, and

According to Kotler and Kevin Keller (2012; 568), social media is a means for consumers to share text, image, audio, and video information, with one another, either between companies or individuals/personal. Meanwhile, according to Thoyibie (2010: 15), social media is content containing information, created by people who use publishing technology, very easily accessible and intended for fellow users and with the general public.

While another definition of social media according to Henderi et al, social media is a social networking site such as a web-based service that allows individuals to build public or semi-public profiles in a restricted system, a list of other users with whom they are created by others with a system. . From these two definitions, it can be concluded that social media users are a means of exchanging information between individuals and can be used as a means of company promotion.

In addition there are other opinions according to Puntodi the use of social media functions as follows:

- a. The advantage of building personal branding through social media is that you don't know tricks or pseudo popularity, because the audience will decide. Various social media can be a medium for people to communicate, discuss, and even gain popularity on social media.
- b. Social media provides an opportunity to interact more closely with consumers. Social media offers a more individualized form of communication. Through social media, marketers can find out the habits of their consumers and engage in personal interactions and build deeper engagement. From the explanation above, it can be concluded that social media is a means of delivering information both between people and groups based on their experiences, and the use of social media can facilitate the process of delivering this information in a faster and more personal manner.

The role of social media in relation to marketing:

1. Social media can provide identity about the products offered.
2. Serving as marketing research in an effort to find information about consumer needs.
3. Social media can be used as a communication link between marketers and consumers, it aims to maintain relationships with consumers.
4. Social media brings companies closer to consumers. Consumers can reduce the time that may be used only to see the product directly, social media serves to display the product every time.
5. Social media is intended to build customer engagement.

## 2.2 Online Selling

According to Assuari 2004:5, argues that "sales is a human activity that directs to fulfill and satisfy needs and wants through an exchange process". The purpose of sales in general is to achieve optimal profit with minimal capital. But to achieve these goals the company must have certain goals and missions.

Online selling is conducting sales activities from looking for prospective buyers to giving a form of attention to consumers by utilizing the internet network supported by a set of electronic devices as a liaison with the internet network. According to Murti Sumarni (2003: 321) "Online (indirect) sales, namely the form of presentation and promotion of ideas for goods and services using certain media such as newspapers, magazines, radio, television, billboards, brochures, social media, internet and others. -other. From this definition it can be concluded that online (indirect) sales are sales made by utilizing media that function as intermediaries in selling products. Sellers do not directly meet and interact with consumers face to face.

The advantages of selling online are:

- a. Benefits from the consumer side:
  1. Items are easy to find  
Consumers find it easier to find the desired item or product without having to bother going to the store.
  2. Have a lot of information about the product  
A lot of information can be provided to customers about the products offered.
  3. Interactive  
It means communication where consumers can submit criticism, suggestions or complaints to the seller directly and can also get a response.

## 4. Flexible

Flexible because buyers and sellers can make sales transactions without having to meet face to face.

## 5. Convenient

Customers do not need to rummage through the entire contents of the store to find or research the products offered, so they can be comfortable in shopping.

## b. Benefits for sellers

### 1. Reduce costs

Sellers do not need to spend a lot of money to reach their customers.

### 2. Improve efficiency

Online sellers are spared the cost of store maintenance and rental fees, insurance, and others.

### 3. Global

Through web-based online sales, sellers can promote and sell their products across national borders.

## 2.3 Used Clothes

Used goods can be found anywhere, during the buying cycle. In developed countries where the cycle of buying is spinning fast can produce a lot of used goods. Gregson and Beale (2004) stated that these used items can be in the form of donated clothes, clothes that are stretchy, worn, outdated, or no longer needed. The rise of the used clothing business is caused by the small amount of capital needed and the fast returns. This is as stated in [www.kompas.com](http://www.kompas.com), the advantages in the used clothing business are countless. Considering that Indonesia is still a developing country, this is a suitable market for used clothes, according to what was reported on [www.kompas.com](http://www.kompas.com) that many people like outerwear. country and also clothes at low prices. The countries of origin of these used clothes vary, from Japan to Korea ([www.kompas.com](http://www.kompas.com)). Used clothes can be said to be clothes that have been worn by other people. However, in this study, used clothes are used imported clothes that are sometimes not used, even with labels on them, and similarities in clothing models are rarely found. These used clothes are also sometimes leftovers from sales from garment factories or department stores that have been stored in warehouses for several years, and are finally traded because the clothes are packed in sacks and smell musty and dusty, so they can be harmful to human skin.

## 3 Previous Journal

Research conducted by Louisia Wisnuwardhani, Imam Suyadi, Sunarti entitled "Efforts to Increase Sales of Used Clothes Through Facebook Media (Study on Viece Second

Kalla)". Journal of Business Administration (JAB) Vol. 1 No. January 1, 2015, the results of the study show that the sales process in Viece Second Kalla is in the form of a sequence that must be carried out by the buyer in the transaction by sending identity and transfer payments so that transactions can be carried out safely. Sales at Viece Second Kalla have increased sales by using Facebook as a promotional medium.

Research conducted by Anastasia Kara with the title "The Effect of Sales Promotion of Elevenia's Online Clothing Shop in BBM Group on Students' Buying Interest, Journal of Social and Political Sciences in 2016. Research proves that the promotion variable has an effect on the variable of interest in buying clothes at the online shop of Wira female students. Husada Nusantara Malang with the promotion variable value of 9.817 and the significance value of the simple regression test of 0.000 with a significance level of 0.050 and the factors behind WHN students making purchases through the Online Shop, namely the flexible time and place factor, the price is adjusted to the product quality, easy make transactions, more choices of types of goods and convenience in choosing products.

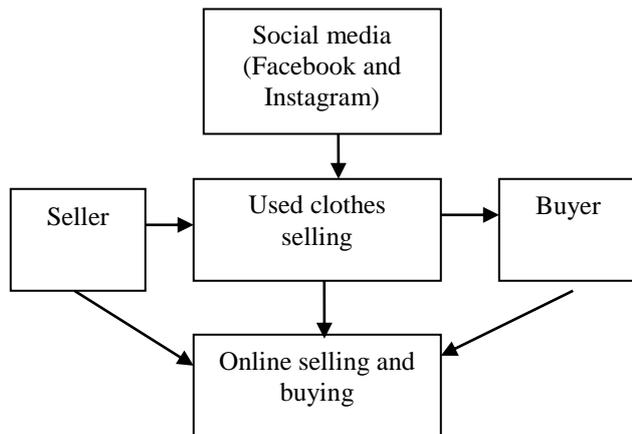


Figure 1. Social media on sales

### III. METHODS

#### 3.1 Type of Research

This type of research is a descriptive qualitative research, namely research that goes directly to see the object of research in the field. This study presents written and oral data from informants and observed activities with the aim of providing a complete and in-depth view of the subject under study.

Descriptive research is research that seeks to describe a symptom, event, event that is happening now. Descriptive research focuses on actual

problems as they were at the time the research took place.

#### 3.2 Data collection technique

The techniques in data collection used are:

1. Observation, namely the author makes direct observations of events related to the problem.
2. Interview, which is a question and answer process in research that takes place orally where two or more people face to face to hear directly information or information. In this study, the researcher conducted interviews with the seller/account owner to obtain the information needed to support the study in sharpening the problem.
3. Documentation, which is a large number of facts and data stored in materials in the form of documentation and collecting data in the research problem.

#### 3.3 Data Analysis Techniques

The method that the author uses in analyzing the data is descriptive qualitative, that is, the analysis is carried out after the data has been collected and then the data is classified into categories on the basis of the similarity of the types of the data that are connected with each other so that finally a complete picture will be obtained. about the problem obtained.

## IV. RESULTS AND DISCUSSION

#### 4.1 The role of social media in selling used clothes online in the city of Kupang

The process of selling used clothes through Facebook and Instagram on the accounts of Etty Nhoy and Dessy Natalia, Jessy Dethan and Dinda Sailana. Some of these accounts sell used clothing continuously. The 4 accounts are diligent in updating new items, giving discounts and providing good customer complaint services. They try to establish a good relationship with consumers. This account always displays business products on Facebook, by posting photos that can attract consumers so that promotions take place quickly and when doing live sales the goods are quickly sold. where for direct pick up bias, there is also a delivery service that is subject to cheap transport fees. Efforts to increase sales of used clothes on this account have an important point which lies in the condition of the goods being sold and also the media used for promotion so that sales of used clothes through Facebook can increase. Because from day to day used clothes are increasingly sought after, they feel more and more excited to post either live or not on their facebook account. When doing live only, sales are faster, clothes sell faster. The reason they choose social media is to

reach a wider audience. They have been selling used clothes for the last 3 years on average, and when they started using social media, they felt an increase in sales of used clothes that so many buyers. By utilizing social media, namely Facebook and Instagram in promoting and selling the products offered to the people of Kupang. Social media is a supporting and supporting role for sellers and buyers to transact used clothes online, so that the role of social media is very important in supporting the sale of used clothes, where their turnover is increasing day by day.

The reason they choose social media to sell used clothes is because the selling price can be higher than offline sales. Sellers are getting smarter to develop sales strategies to become successful sellers and earn a lot of profit, by means of sellers having to know and find out which models are loved by buyers and have high selling power. By using social media the selling price of these used clothes can be doubled. Another thing that makes used clothing one of the most sought-after items on social media is because the purchase requires choosing the items that are photographed and easy to pay for via transfer so that buyers no longer have to go to the used clothing market, and hunt all day. In addition, the transactions carried out are also relaxed so that they can be negotiated which makes buyers comfortable when transacting. Buyers buy used clothes so they want to look stylish with a minimal budget, because used clothes are an alternative for people who can't afford to buy branded new items and choose second-hand items with the same items but at lower prices. Facebook and Instagram social media have a positive impact on internet network users, which can be seen from the higher level of users of the two social media who use them to promote product sales.

Selling a product using Facebook which is done online makes it easier for sellers to promote the products offered, and as sellers and buyers make buying and selling transactions without having to meet face to face. In addition to Facebook, a social network that is also widely used for promotion and sales is Instagram. The Instagram social network is a social networking site as a web-based service that allows users to form a general profile in a limited system, as well as display other users who are related to one another.

The sellers realize that the more intensive promotions through social media will have an impact on store turnover, because using social media as a promotional media will make it easier for buyers to make online transactions where the phenomenon that occurs today is that people tend to like online purchases without having to bother.

both spending time like doing offline transactions.

#### **4.2 Factors influencing the sale of used clothing online in Kupang City**

There are 2 factors that influence the sale of used clothing online, namely internal and external factors.

##### **a. Internal factors**

###### **1. Work**

Work is one of the internal factors that influence consumer interest. The higher the level of work, the higher the level of income so that one's work will encourage someone to become a consumer of a product that has a fairly high selling power. As expressed by Ibu Dinda Sailana and Jessy Dethan that the income they earn clearly affects their interest in buying used clothes on their account, because if they have high incomes, they will definitely prefer new clothes, attitudes and beliefs.

###### **2. Lifestyle**

Lifestyle is a person's pattern of life that is expressed in an activity. As revealed by Mrs. Ria, Ansel and Mrs. Esther. According to them, the model of the clothes is important, because the model of the clothes can affect their appearance, so that the model of the clothes affects their interest in buying used clothes. With a cool dress model, it can affect a person's confidence in using it. In addition, many used clothes are unique.

###### **3. Attitudes and beliefs**

Attitude is an evaluation, feeling, and tendency of a person who consistently likes or dislikes an object or idea. While belief is a picture of the thoughts held by consumers about the picture of something. Attitudes and beliefs will direct a person to behave consistently towards a product or service, because attitudes are influenced by beliefs and vice versa. This is as stated by Brother Ansel that he has purchased used clothes online many times. He said that he had bought clothes repeatedly on several Facebook and Instagram accounts. Here beliefs about an item affect consumer attitudes, so attitudes and beliefs can influence consumers to make purchases.

###### **4. Motivation**

Motivation is an impulse that arises from within a person which becomes a driving factor to achieve certain goals. This is as expressed by Maisy and her mother, that they know for themselves the existence of the account on Facebook media, then they are interested in buying used clothes online

on the basis of their own desire to try to buy it, not because of factors from friends or family. There are also those who say that the interest in buying clothes is due to the urge to meet the needs of clothing, therefore consumers are interested in buying used clothes online.

b. External factors

1. Culture

Culture includes, science, belief, art, law, morals, customs, and any abilities and habits possessed by individuals or groups of people. As expressed by Mrs. Ria, Ansel and Maisy that they are used to buying used clothes online. Ansel said that he is used to buying used clothes online because he prefers purchases made through social media. Culture can be interpreted as a habit, the habit can affect consumer interest in buying a product.

2. Social

These social factors consist of reference groups, family, roles, and status. Referred to as reference groups, groups that directly or indirectly influence a person's attitudes and behavior. This is as stated by Mrs. Ria that she knew the account of the sale of used clothes from her brother, then she tried to buy it. Meanwhile, Maisy and her mother bought used clothes online because of a friend's suggestion. His friend said that the goods were still good, especially if the goods had just arrived at the store and not many had bought them.

3. Price

Affordable prices will give consumers perceptions in considering, choosing, using, and using goods or services. As stated by Ibu Ria, Maisy and her mother, the price of used clothes is affordable or cheap and this is one of the reasons they buy clothes at the store. With these cheap and affordable prices, it can influence some of the above consumers to buy used clothes online. Affordable prices can make consumers interested in buying used clothes according to their wishes.

4. Quality.

A product can be said to be of high quality if the product is able to meet one's needs, and can provide its own satisfaction. The quality factor also affects consumer interest in buying used clothes, this is as expressed by buyers that the quality is good, and that quality affects their interest in buying used clothes online. A quality

product is a product that can meet consumer needs, therefore if the product quality is good and is able to meet consumer needs, then this can affect consumer interest in buying a product

## V. CONCLUSION

The rapid development of technology has an impact on all sectors, especially the trade sector. The rise of features offered by social networking sites include Facebook, Instagram, Whatshap, and others that are widely used to make buying and selling transactions online. The social media networks that are widely used are Facebook and Instagram because these features have a very wide reach, making it easier to promote not only domestically but also overseas. In addition, Facebook social media makes it easier for users to make direct promotions by creating buying and selling groups on the Facebook page and making it easier for used clothing sellers to use social networks to promote products offered to consumers, besides that it also speeds up the online transaction process without having to do promotions and transactions. buying and selling directly or offline. Facebook and Instagram social media have a positive impact on internet network users, which can be seen from the higher level of users of the two social media who use them to promote product sales. The factors that influence consumer interest in buying used clothes online are internal factors and external factors. Internal factors include work, lifestyle, attitudes and beliefs, motivation. While external factors that influence consumer interest in buying used clothes online are cultural factors, social factors, price, and quality. Suggestion for the next research is find out how the role of social media in selling used clothing online and knowing the factors that influence the sale of used clothing online.

## REFERENCES

- [1] Anastasia Kara, 2016, The Effect of Sales Promotion of Elevenia's Online Clothing Shop at BBM Group on Students' Buying Interest, *Journal of Social and Political Sciences*.
- [2] Anoname, 2012. Definition of social media, its role and function. <https://ptcommunica.wordpress.com>
- [3] Assauri, Sofjan. 2004. *Marketing Management*. Jakarta: Rajawali Press.
- [4] Fandy Tjiptono et al, 2008, *Marketing strategy*, Andi Yogyakarta Publisher
- [5] Gregson, N., Beale, .V., 2004. *Wardrobe matter: the shorting, displacement and circulation*

- [6] Juliansyah Noor, 2011, Research Methodology: Thesis, Thesis, Dissertation & Scientific Work, Kencana, Jakarta
- [7] Kotler Philip. 2012. Marketing Management, 14th. Person Education
- [8] Louisia Wisnuwardhani, Imam Suyadi & Sunarti, 2015. Journal of Business Administration (JAB)
- [9] Puntoadi, Danis. 2011. Creating Sales Through Social Media. PT Elex Komputindo. Jakarta
- [10] Ristiyanti Prasetyo and John Ihalauw, 2005, Consumer Behavior. Andi, Yogyakarta
- [11] Sumarni Murti, 2003, Introduction to Business, Liberty, Yogyakarta
- [12] Thoyibie, L. 2010. Psychology of Social Media. Online Articles. <http://komunikasi-Indonesia.org>. Retrieved 26 October 2018
- [13] Zulkarnain, 2012, Sales Science, Graha Ilmu, Yogyakarta