

MSME Ann's Hijab's Digital Marketing Project

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ARTICLE INFO	ABSTRACT
Aricle History Received: July 2024 Revised: April 2025 Accepted: April 2025 Published: April 2025 Keywords: Digital Marketing, E-Marketing, Marketing Strategies	This community research aims to analyze the digital marketing issues faced by Ann's Hijab SMEs and provide appropriate solutions to enhance their online marketing performance. The community service's team methods used include case studies, interviews, observations, and data analysis. The findings of the community service activities indicate that Ann's Hijab is facing challenges in effectively utilizing e-marketing to reach a wider market and enhance interaction with consumers. Various solutions have been proposed and some of them have been successfully implemented, such as increasing online presence through social media, improving content quality, and strengthening brand awareness. This community research provides valuable insights for SMEs in optimizing their digital marketing strategies.

INTRODUCTION

The marketing process is not just an activity at the end of sales when marketing products to consumers, but rather a series of interconnected activities from before production until the product reaches the hands of consumers [1]. This marketing activity begins before the production process, namely in the market analysis process. In this process, we must know what kind of goods are desired by consumers. With this information, we can determine the products that we will produce. This is done so that the products we produce will meet the needs of consumers and the products can be sold in the market. Therefore, marketing can be described as activities carried out to achieve the goals desired by the company, by anticipating customer needs and directing the flow of goods and services to meet consumer needs [2].

The development of the marketing process is greatly influenced by the advancement of digital technology. As digital technology continues to evolve, so does the marketing process [3]. In this case, marketing that utilizes digital technology is known as digital marketing. This digital marketing process encompasses various aspects such as marketing through digital media, interactions between producers and consumers or potential consumers using communication media such as social media, and so on. The convenience of digital marketing presents a great opportunity if managed effectively by business actors. These business actors are not only limited to large companies but also include small and micro businesses or SMEs [4].

Marketing has become the most important part of a company's progress, especially for SMEs that still greatly need support for increasing sales. Through marketing, companies can determine many promotional strategies that will attract the interest of potential customers. Moreover, in this advanced technological era, marketing can be done in real-time through digitalization. This digital marketing, also known as e-marketing, has become a common practice [5].

Micro, Small, and Medium Enterprises (MSMEs) must understand digital marketing for the sustainability of their businesses. Fierce competition forces MSME owners to adapt to the use of digital media to market their products. The benefits that MSME owners will gain are numerous if they understand the proper use of digital marketing. Easily accessing information is one of the benefits that can be felt by

both MSME owners and consumers. Digitalization can assist MSME owners in communicating with consumers, providing detailed and real-time information, and facilitating the transaction process [6].

Ann's Hijab is an example of a micro, small, and medium enterprise (UMKM) that sells hijab products and utilizes e-commerce and social media in its marketing process. However, one common issue faced by UMKMs is the lack of understanding regarding the use of digital marketing. Similar to other UMKMs, Ann's Hijab also faces various challenges in managing its e-commerce and social media platforms. The objective of this research is to analyze the issues faced by Ann's Hijab and provide solutions to address these problems. In addition to offering solutions, this study also monitors the progress of Ann's Hijab in implementing the provided solutions.



Figure 1. Ann's Hijab Logo

Ann's Hijab is a micro, small, and medium-sized enterprise owned by Mrs. Anni Sutjiani, which has been established since 2019. The company operates in the fashion industry, particularly in hijabs and food, but it focuses more on hijab sales. The reason for establishing this company is that the owner wants to fill her spare time with an activity that can provide additional income. Ann's Hijab already has an offline store located at Poins Square, Lt. G Blok A No.72 Jl. R.A. Kartini No. 1 Lebak Bulus, South Jakarta. In addition to direct sales through the offline store, Ann's Hijab has started selling through social media and e-commerce platforms. The social media platform owned by Ann's Hijab is Instagram with the username @anni.sampurna, and the e-commerce platform owned by Ann's Hijab is Tokopedia with the store name Ann Hijabs.

Based on observations and interviews, several issues are apparent in Ann's Hijab's digital marketing efforts. Firstly, there's underutilization of e-commerce and social media platforms, evidenced by inactive Tokopedia and Instagram accounts. The lack of a clear concept and poor interaction on these platforms diminishes customer trust and interest, hindering market expansion and sales growth. Secondly, the Instagram profile fails to effectively showcase products due to a lack of aesthetic appeal and focus. Repeated uploads and unclear captions contribute to a monotonous impression, reducing customer interest and understanding of the products. Lastly, the mixing of personal and business accounts on Instagram and WhatsApp further complicates communication and limits the utilization of business features, hampering effective product promotion and customer engagement. Addressing these issues is crucial for enhancing Ann's Hijab's digital marketing strategy and driving business success.

The team's proposed solution to address the identified issues faced by Ann's Hijab in their digital marketing efforts. Firstly, enhancing the online store on Tokopedia by directing potential customers to make purchases through the platform and encouraging them to provide ratings and reviews for the products, thus building trust and credibility. Similarly, boosting engagement on Instagram requires posting visually appealing content that attracts likes and comments, encouraging interaction with potential customers, and ultimately increasing interest and sales. Additionally, optimizing the digital storefront on Tokopedia and Instagram involves showcasing focused product photos with clear descriptions and creating an informative and engaging profile to effectively engage customers. Furthermore, creating separate business accounts on Instagram and WhatsApp allows for professional promotion and effective communication, while scheduling posts using platforms like Hootsuite enhances engagement rates by targeting peak visit times. If implemented strategically, these recommendations can significantly improve the digital marketing performance of Ann's Hijab and contribute to the overall growth and success of the business.

.METHOD

This community service was conducted on the UMKM Ann's Hijab community, which is a local hijab producer with a focus on online marketing. The community consists of business owners, marketing teams, and production staff involved in community service initiatives. Stakeholders involved include business owners, employees, marketing consultants, and IT experts. The implementation of the methodology was carried out through four stages, namely problem identification, solution development, strategy implementation, and performance evaluation [7].

The scientific and technological knowledge introduced includes digital marketing concepts, online marketing strategies, and data analysis. The tools and equipment used include analytical software, social media platforms, and online surveys. Data collection techniques include interviews, observations, and document analysis. The evaluation criteria for the success of community service initiatives include increased sales, consumer interactions, and brand awareness. The data analysis approach involves qualitative and quantitative analysis to measure the impact of implemented digital marketing strategies [4].

RESULTS AND DISCUSSIONS

Based on the explanation and consultation with the owner of Ann's Hijab regarding the issues faced and the recommendations provided, the following is the direct implementation and progress of Ann's Hijab:

1. The Instagram account has been converted to a Business account, resulting in an increase in the number of followers

After the presentation, Mrs. Anni graciously accepted the advice given by Folovea. This was evident from the owner's willingness to immediately seek assistance in converting her personal Instagram account into a business account, as well as creating a separate Instagram account specifically for Ann's Hijab. The owner also made changes to the Instagram bio, which now describes the store's operating hours and location. As a result of these modifications, the number of followers on Ann's Hijab account experienced an increase.



Figure 2. Ann's Hijab New Instagram Profile

2. The utilization of more targeted models and posts

After converting their personal Instagram account into a Business Instagram account, the next recommendation for the owner is to take photos of their products using models in hijab product photoshoots. The resulting photos are also more focused compared to the previous ones.



Figure 3. Ann's Hijab New Instagram Content

3. Further plans

Recommendations and suggestions from Folovea were well received by Mrs. Anni, especially in determining the concept and theme of Instagram posts. The implementation of the concept and theme is not just about choosing harmonious feed colors, but the shooting and editing process will also be crucial to ensure that the results are of high quality and can describe the products. High-quality photos will attract customers to make a purchase. Creating engaging posts requires detailed planning. Next is the selection of appropriate captions that can describe the products. The description includes the price, available colors, materials used, and sizes. The shooting schedule will be determined based on the target posting that will be carried out. The shooting process will be done a week before the post is uploaded. This allows time to edit the photos and think about captions so that the photos can be posted on time.

Therefore, the posting plan must be carefully determined from the beginning.

Due to the complexity and time-consuming nature of this planning, Mrs. Anni has entrusted Folovea to handle the planning in the future. This planning includes selecting the concept and theme, conducting the shooting and editing, and choosing captions for the product photos. As Folovea is currently taking exams, the implementation of this plan has not been carried out. As agreed by both parties, the digital marketing development plan for Ann's Hijab on Instagram will be carried out after the exams are completed.

CONCLUSIONS

Folovea is a marketing consulting service that aims to assist and develop SMEs through digital marketing. In this study, Folovea analyzes Ann's Hijab company regarding its digital marketing issues and provides solutions and recommendations for each of these issues.

Ann's Hijab company has not maximized the use of Tokopedia e-commerce and Instagram social media. This can be seen from the lack of product quantity, ratings, and reviews on Tokopedia. On Instagram, the number of likes and interactions in the comments is still insufficient. Therefore, the recommendation given by Folovea is to direct buyers to place orders through Tokopedia and to post photos that better describe the products. This will encourage visitors to like and inquire about the products through the comment section.

The second issue is with Ann's Hijab Instagram profile, which does not have a specific theme, posts similar photos close together, unfocused product photos, and captions that do not describe the products being sold. The solution provided by Folovea is to start determining a theme and posting concept, create captions that better describe the products being sold, and take more focused product photos.

The company's social media platforms, Instagram and WhatsApp, are also mixed with the owner's personal social media accounts. In other words, business activities and personal activities of the owner are not separated. Additionally, the Instagram and WhatsApp accounts are not business accounts, so the features commonly used in business accounts cannot be utilized. The recommendation from Folovea is to separate personal social media accounts from business accounts and convert personal social media accounts into business accounts. An additional solution that Ann's Hijab can implement is to use the Hoot website.

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