

Implementasi Sosial Media Marketing pada Instagram Konveksi Ixdim Collection

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ARTICLE INFO	ABSTRACT
<p>Aricle History</p> <p>Received: March 2025 Revised: April 2025 Accepted: April 2025 Published: April 2025</p> <p>Keywords: Social Media Marketing, Branding, SEO</p>	<p>This community research aim of this research is to implement a social media marketing strategy on Instagram for Ixdim Collection, a clothing manufacturer. The main issue faced is the lack of focus on digital marketing and suboptimal SEO optimization. The research objective is to explain the social media marketing strategy that will be implemented and analyze the changes that occur after the implementation of this strategy. The community service's team method used include a case study, data analysis, and solution recommendations from Three Minds Consulting. The research findings of the community service activities indicate the need for strengthening branding, optimizing SEO, and improving content quality to enhance the visibility and sales of Ixdim Collection.</p>

INTRODUCTION

The rapid development of technology is evident in the daily activities of humans, which have become integrated with technology. Almost every aspect of fulfilling needs is now available digitally, from purchasing and selling to financial interactions. Every industrial revolution is built upon the use of technology [1]. The influence of the Industry 4.0 era is the utilization of digital technology that enables connectivity between physical machines and production systems. Technology plays a crucial role in transforming traditional sectors into digital industries, allowing for data transfer without human intervention and utilizing big data in its implementation [2].

The development of globalization has driven the business world to innovate in response to the rapid development of the business world. Globalization brings about changes in economic activities, leading to increasingly intense competition in the business world [3]. This requires companies to have a high level of competitiveness in facing a competitive business environment. In response to these conditions, companies can take a step in facing competitive business competition by implementing digital marketing strategies in their operations [4].

One way to improve the performance of a business is by connecting to the online-based ecosystem through the digitalization of marketing operations. One of the marketing strategies that has become increasingly important is social media marketing [5]. Social media has become a popular platform for people worldwide, one of which is Instagram. Social media marketing on Instagram offers great opportunities for businesses, including the garment industry. Through the use of Instagram, garment companies can promote their products in a more creative and direct way to their target market. With the feature of uploading photos and videos, garment companies can showcase their products attractively and provide informative content to customers [6].

Ixdim Collection is a form of Micro, Small, and Medium Enterprises (MSMEs) that operates in the textile and garment industry. Established in 2002 and located in Bogor, West Java, Ixdim Collection initially aimed to produce various types of clothing and other necessities for self-sale and distribution to distributors, such as shirts, jackets, bags, and others. However, as time goes by and the era changes, Ixdim

Collection has made adjustments and innovations to remain competitive in the textile and garment industry. Ixdim Collection has started producing various types of clothing for all ages, tailored to the needs of its consumers. Furthermore, Ixdim Collection has now become a company with a decentralized system, no longer centralized in terms of production.



Figure 1. Logo Ixdim Collection

Digital marketing is defined as an activity, institution, and process that utilizes digital technology in its implementation. Through digital marketing, it is possible to create, deliver, and add value for consumers and other stakeholders involved [7]. Social media plays a significant role as it has shaped human behavior patterns and various activities. It can expand interactions among users supported by the internet and web-based technologies. Social media also transforms communication to many users (many to many). Through social media, users can access information, thus enhancing their knowledge [8] Copywriting also plays a role in marketing products through a series of writings in the form of visual techniques that are useful in web-based advertising, social media, email, database, mobile, and digital TV to increase target customers and understand the profile, behavior, product value, loyalty, and target customers [9].

In the increasingly digitally connected business world, garment companies need to take advantage of social media to expand their market reach, build a strong brand, and strengthen customer relationships. With the right social media marketing strategy, garment companies can increase sales and gain a competitive edge [10]. The issue faced by Ixdim Collection, a garment company, in relation to social media marketing is the lack of a digital marketing strategy. This poses a problem because in the competitive business world and rapidly evolving technology, Ixdim Collection needs to implement digital marketing, especially social media marketing. Therefore, this project will discuss the implementation of social media marketing on Instagram with a focus on the case study of Ixdim Collection.

1. Problems Identification

a. The Maximum Potential Of Social Media has not been Fully Realized

In conducting its business, Ixdim Collection has already utilized social media to facilitate marketing activities through Instagram with the username @ixdim.collection. This is one form of digital marketing implementation that has been carried out by Ixdim Collection. However, over time, the use of Instagram for marketing Ixdim Collection's convection has not been maximized.



Figure 2. Ixdim Collection Instagram Content

Ixdim Collection's garment factory has uploaded several digital marketing (e-marketing) content related to Ixdim Collection. However, the latest content posting by Ixdim Collection was done on July 29, 2020. This indicates that Ixdim Collection's Instagram social media account has not been running optimally for more than 2 years. Looking at Ixdim Collection's Instagram social media, they have uploaded several content for their digital marketing (e-marketing) purposes. However, the content

created by Ixdim Collection is not well-structured and lacks appeal to attract customers and Instagram users in general. Marketing content should be organized and attractive in order to increase the engagement rate on Ixdim Collection's Instagram account.

Based on the interview conducted by Three Minds Consulting with the owner of Ixdim Collection garment workshop. The issues arose because the owner does not have time to continue the digital marketing of Ixdim Collection garment workshop through Instagram social media, resulting in management difficulties.

b. Go-Digital has not been Focused

The utilization of digital marketing (e-marketing) by Ixdim Collection, a clothing manufacturer, has not been well-focused. This can be observed through their underperforming presence on social media platforms. The lack of effective digital marketing strategies can hinder Ixdim Collection from effectively promoting their products to customers. To address this issue, Ixdim Collection can plan for the future by implementing digital marketing (e-marketing) strategies through social media platforms. By adopting a Go-Digital approach that specifically targets social media, Ixdim Collection can effectively reach a wider audience and overcome their current challenges.

c. Marketing Products with Third Parties

In this increasingly competitive business era, companies need to seek innovative and effective marketing strategies. Therefore, Ixdim Collection involves third parties with specialized expertise and extensive networks to promote its products. By leveraging these third parties, Ixdim Collection can reach a wider audience and increase its sales. However, marketing products through third parties results in a markup of 10-20% on the price. This is unfortunate because Ixdim Collection could actually establish an internal marketing team without compromising the company's revenue potential.

d. The Branding Of The Business has not Reached its Maximum Potential

A strong and attractive branding is important for entrepreneurs to compete in the competitive business world. However, many businesses often face challenges in optimizing their company branding. Ixdim Collection, located in Bogor, is no exception as they have not fully utilized their company's social media. This has resulted in Ixdim Collection's branding not being as strong and attractive as it could be.

The competitor's Instagram account, *konveksi.madina*, already includes brand colors, visual design, and a good brand identity. However, Ixdim Collection has not yet optimized these three aspects as their digital marketing efforts have not been focused. Therefore, Ixdim Collection's branding needs to be strengthened to differentiate itself from competitors in this competitive market.

e. The SEO has not Reached its Maximum Potential

In the interconnected digital era, search engine optimization (SEO) becomes a crucial key in building a successful business presence in the digital world. Despite Ixdim Collection having great potential in optimizing the garment industry online, SEO optimization efforts have not been running at their maximum capacity. There are several factors that could be causing this. Firstly, keyword research has not been thorough and does not align with market needs. It is important to understand the most relevant and popular keywords in the industry to enhance visibility on search engines.

Furthermore, the produced content has not been optimal. It is crucial to present high-quality content with relevant and engaging information for the target audience. Additionally, technical factors such as site structure, loading speed, and backlinks should also be taken into consideration to maximize SEO. By identifying these issues and implementing the right strategies, such as content updates, technical improvements, and more aggressive content marketing, Ixdim Collection can enhance SEO performance, increase online visibility, and achieve more optimal results in this industry.

2. Solutions Provided by Three Minds Consulting

With the identification of the challenges faced by Ixdim Collection in digital marketing (e-marketing), Three Minds Consulting is here to assist micro, small, and medium enterprises (MSMEs)

- a. Development of Ixdim Collection's company profile
- b. Reactivating the social media platform

- c. Creating informative, interactive, and visually cohesive social media content is essential
- d. Suggesting the development of a website that can be accessed by the community.
- e. Selling products directly to consumers without involving intermediaries.

METHOD

The research subjects were the population of Konveksi Ixdim Collection as a company that will implement social media marketing strategies. The analysis technique used included a case study to gain a deep understanding of the issues faced and the recommended solutions provided [11]. The sample taken consisted of data and information related to the digital marketing activities of Konveksi Ixdim Collection, including published content, user interactions, and SEO performance.

Data was obtained through direct observation of Konveksi Ixdim Collection's Instagram account, data analysis from social media platforms, interviews with the owner or marketing team, as well as reports and documents related to previous digital marketing efforts. Additionally, data was also obtained from the solution recommendations prepared by Three Minds Consulting based on their analysis of Konveksi Ixdim Collection's digital marketing conditions. The analysis was conducted comprehensively to identify changes that occurred after the implementation of social media marketing strategies [12].

RESULTS AND DISCUSSIONS

Implementation of Solution Recommendations

Ixdim Collection's garment workshop received a recommendation solution from Three Minds Consulting, which is to reactivate their Instagram social media by creating informative and interactive content with consistent color schemes. The owner of Ixdim Collection chose this solution because social media has the impact of spreading information quickly and widely, thus hoping that the digital marketing efforts of Ixdim Collection can reach a larger audience. Three Minds Consulting has already implemented several steps related to this solution on Ixdim Collection's Instagram. The initial step taken by Three Minds Consulting was to create introductory content about Ixdim Collection to the general public through Ixdim Collection's Instagram account.

Figure 3. Recommendations for Instagram Content from Ixdim Collection's Convection.

Three Minds Consulting assists Ixdim Collection's garment manufacturer in creating Instagram



content. The Instagram content showcases a color scheme that aligns with brief information about Ixdim Collection's garment manufacturer. The content containing brief information about Ixdim Collection's garment manufacturer aims to introduce Ixdim Collection's garment manufacturer and its products to the general public through the social media platform Instagram. Furthermore, a video or Instagram reels

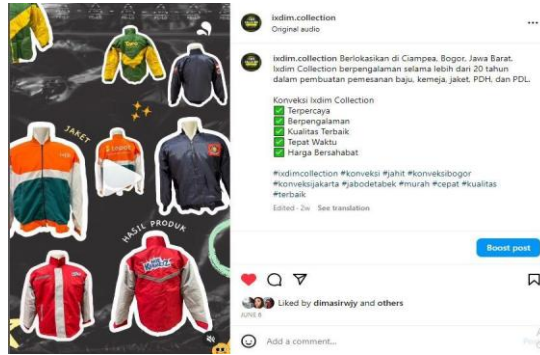
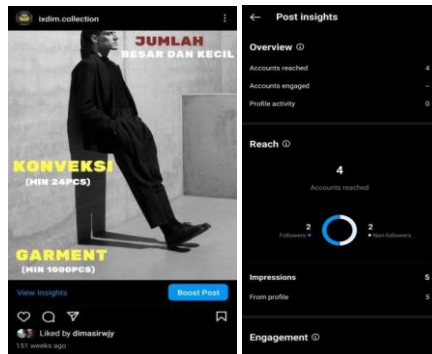


Figure 4. Recommendations Instagram Reels content of Ixdim Collection's clothing showcasing the products of Ixdim Collection's garment manufacturer is also created. Below is an image from the said Instagram reels.

As depicted in the image above, Three Minds Consulting also suggests that each content of Ixdim Collection's convection should have an appropriate caption that effectively conveys its purpose and intention. Additionally, relevant hashtags are included in the caption with the hope of reaching a wider audience.

Before (last posted on July 29 2020)



After (posted on June 6 2023)

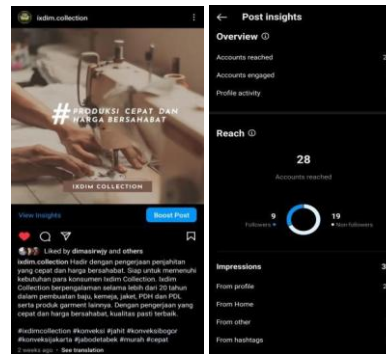


Figure 5. Comparison Before and After Instagram Content

The above image shows a comparison between two posts. The latest post on July 29, 2020 only reached 4 accounts, meaning that only 4 accounts viewed the content. Furthermore, the related impressions indicate that the content appeared 5 times, originating from the Instagram profile of Ixdim Collection's clothing line.

With the recommended solution from Three Minds Consulting, the post on June 6, 2023 reached 28 accounts, consisting of 9 followers and 19 non-followers of Ixdim Collection's Instagram profile. Additionally, there were 8 accounts engaged in interacting with the content, and the impressions totaled 34. Out of these impressions, 20 came from the Instagram profile of Ixdim Collection, 6 from the Instagram page, 2 from hashtag searches, and 6 from other sources. Based on the content of the recommended solution by Three Minds Consulting, creating engaging content with copywriting techniques in the caption and utilizing Instagram's hashtag feature can assist in implementing social media marketing for Ixdim Collection's clothing line.

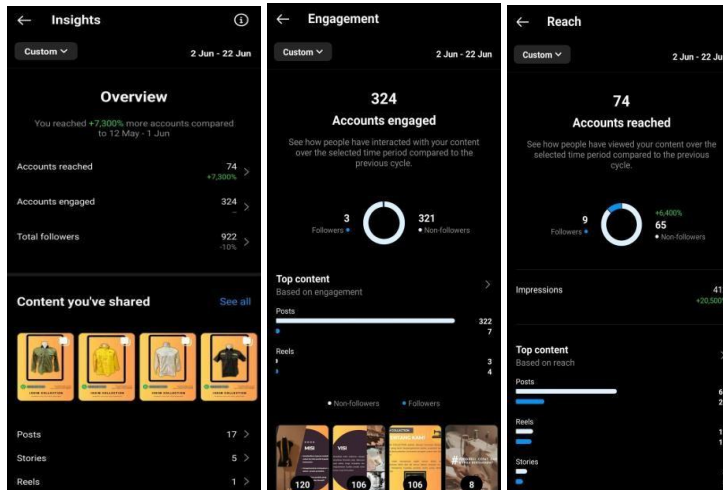


Figure 6. Overview of Instagram Insights for the period of June 2-22, 2023.

In general, the solutions recommended by Three Minds Consulting to Ixdim Collection's convection from June 2-22, 2023, have resulted in an increase in the performance of the latest post. The content reached 74 accounts, with 324 accounts engaging positively through likes, comments, and saves. Moreover, there were 412 impressions.

CONCLUSION

Based on the problem identification and implementation of recommended solutions for Ixdim Collection's convection, the following conclusions can be drawn:

1. The social media marketing strategy implemented on Instagram for Ixdim Collection's convection involves reactivating the Instagram social media platform by creating informative and interactive content with consistent color schemes. The aim is to reach a wide audience through Instagram.
2. With the implementation of the recommended solutions provided by Three Minds Consulting, changes have occurred in Ixdim Collection's convection, particularly on Instagram. During the period from June 2nd to June 22nd, 2023, the recommended solutions resulted in an increase in the number of accounts reached, reaching a total of 74 accounts that viewed the content. There were 324 accounts engaged, interacting with several pieces of content uploaded during that period. Additionally, there were 412 impressions, indicating that the uploaded content was displayed 412 times during the period.

It is advisable for Ixdim Collection to take into account and thoroughly consider the analysis conducted by Three Minds Consulting in order to enhance the future social media marketing of Ixdim Collection on Instagram. Additionally, Ixdim Collection should engage in budget planning and ensure effective communication among all stakeholders, including Three Minds Consulting. Finally, it is crucial to monitor and evaluate the project comprehensively once it has been implemented.

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