

E-Marketing Strategy of “Kuinstuff”

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ARTICLE INFO	ABSTRACT
Aricle History Received: Maret 2025 Revised: April 2025 Accepted: April 2025 Published: April 2025 Keywords: MSME, Digital Marketing, Marketing Strategies	This community research aims examines the digital marketing issues faced by Kuinstuff's MSMEs in promoting their branded goods storage services. The aim of this research is to provide recommendations on digital marketing strategies that can help Kuinstuff enhance their online presence. The community service's team method of study used include analyzing the company's profile, identifying the issues faced, and implementing recommendations from Dolmyme Consultant. The findings of the community service activities indicate that Kuinstuff faces challenges in terms of low follower count, lack of content consistency, and time management difficulties. The recommendations provided include increasing the number of followers through social media marketing, maintaining consistency in posting content on Instagram, managing time with Google Calendar, and recruiting staff.

INTRODUCTION

Small and Medium Enterprises (SMEs) play a crucial role in boosting the GDP (Gross Domestic Product) of a country, especially for Indonesia which is currently facing the era of Industry 4.0. Apart from increasing the GDP, SMEs also contribute to the national economic development [1].. SMEs are capable of reducing unemployment rates, driving the economy of the society, and enhancing the income of the Indonesian people [2]. According to Tambunan, SMEs are independent productive business units established by individuals or business entities in all economic sectors[2].

The rapid advancement of technology, digitalization, and the internet in this era has a significant impact on the field of marketing. The marketing trend, which was originally conventional (offline), has now shifted to digital (online). Digital marketing is the marketing activity of a product or service that utilizes technological advancements in promoting the product[3]. It is an interactive and integrated marketing concept that facilitates producers to interact with potential consumers and market intermediaries.

In order to compete with competitors in the digital era, business owners must be able to operate their businesses and market their products using the internet or through the digital world. Business owners must be able to master the digital world such as websites, blogs, and social media platforms like Instagram, Facebook, etc [3]. Digital marketing is considered as a suitable, practical, cost-effective, and efficient solution. Indonesia itself is one of the countries with the highest level of social media usage in the world. Therefore, utilizing digital marketing is believed to have great potential in achieving the effectiveness of consumer needs and desires.

According to Nikmah, there are several benefits of using social media in marketing products, namely (a) Facilitating detailed information search about our consumers, including age range, language used, and gender, (b) Assisting in determining the target market, (c) Simplifying the search for new potential customers, as well as helping to expand the target market, (d) Easily receiving feedback from customers, (e) Maintaining competitiveness with other business competitors, (f) Increasing website visitors and search engine rankings, (g) Information can be conveyed more quickly, (h) Helping consumers to reach business owners more easily, (i) Being closer to consumers, (j) Increasing brand awareness at a low cost [4].

Kuinstuff, a partner of the author, operates in the field of branded goods storage services. The Kuinstuff store is located at RT. 011 RW. 03, Kamal Village, Kalideres District, West Jakarta Regency. Kuinstuff was founded and managed by Ratu Hartini Awalia. In addition to selling its products conventionally, Kuinstuff also sells its products online through social media. Upon our analysis, it appears that the use of social media in promoting its products is still not optimal. Several issues were found that contribute to the ineffectiveness of social media usage in promoting its products, including the owner's busy schedule, low number of followers, and lack of consistent content uploads.

Figure 1. Kuinstuff Logo



Kuin Stuff is a Micro, Small, and Medium Enterprise (MSME) that operates in the field of goods consignment services (Jastip). The products offered by Kuinstuff are consignment of branded items such as clothes, shoes, bags, and watches. Kuinstuff was founded by Ratu Hartini Awalia, who is a fourth-semester student, and this business has been established since 2022. Currently, Kuinstuff utilizes Instagram (@kuinstuff) and Shopee as its marketing platforms. Instagram is the most extensively used platform by Kuinstuff to carry out marketing activities, ranging from uploading new products to customer purchases. In addition to selling its products online, Kuinstuff also sells its products conventionally. The Kuinstuff store is located at RT. 011 RW. 03, Kamal Village, Kalideres District, West Jakarta Regency.

1. Problems Identification

- a. The number of followers Examining the number of followers

Kuinstuff has 205 followers on Instagram, which is significantly lower compared to one of its competitors, @metamorv, with 291k followers. The number of followers can be an indicator of the market size that is already aware of Kuinstuff and becomes customers of Kuinstuff itself.

- b. Inconsistent in uploading content

The analysis conducted by Dolmyme Consultant on Kuinstuff's Instagram reveals that Kuinstuff is inconsistent in uploading content or products sold on its Instagram account. The inconsistency in uploading content can decrease the interest of buyers or followers of Kuinstuff due to the lack of updated information about the products available or sold by Kuinstuff. The inconsistent content from Kuinstuff also leads to a lack of engagement between Kuinstuff and its followers. Kuinstuff is also inconsistent in creating Insta Stories, posting many Insta Stories in one day but not continuing this trend in the following days.

- c. Owner's Busy Schedule

The owner's busy schedule has resulted in the business being poorly managed. The marketing platforms owned by Kuinstuff, such as Instagram and Shopee, are still personally handled by the owner, from content creation to uploading new products. However, on the other hand, the owner is also occupied as a student pursuing a double degree at two different universities, which makes it difficult to consistently manage Kuinstuff's Instagram account.

2. solutions provided by the community service team to the Dolmyme Consultant

- a. Implement a Social Media Content Calendar

- b. Invest in Social Media Management Tools:
- c. Provide Ongoing Social Media Training for the staff

METHOD

This research method involves Kuinstuff MSMEs as the target community, which focuses on providing storage services for branded goods. This community has a significant number of active customers and is actively involved in community service initiatives. The stakeholders involved include business owners, employees, and Dolmyme Consultant consultants who have experience in digital marketing. The implementation is carried out through several stages, including company profile analysis, issue identification, recommendation implementation, and result evaluation.

The scientific knowledge and technology introduced include digital marketing strategies, online content management, and the use of social media analytics tools. The tools and equipment used include content management software, Google Calendar, and social media platforms. Data collection techniques involve observation, interviews, and online data analysis. The success criteria for community service initiatives include increasing the number of followers, higher engagement rates, and increased sales [5]. Data analysis is carried out through online performance monitoring, customer feedback evaluation, and competitor comparison.

RESULTS AND DISCUSSIONS

Here are some recommendations that Kuinstuff can implement in their digital marketing activities based on the analysis and discussions conducted by Dolmyme Consultant:

1. Increasing the number of Instagram followers by implementing social media marketing

The number of followers that Kuinstuff has is still far behind one of its competitors, @metamorv. The number of followers indicates that Kuinstuff is still not well-known in the market, so this is a task for Kuinstuff to attract a larger market, which can be an indicator of increased interest and sales at Kuinstuff. Some ways that Kuinstuff can increase the number of followers on Instagram by implementing social media marketing include building a presence on social networks, spreading brand awareness, engaging customers through uploaded content, directing traffic to Kuinstuff's Instagram account, and increasing sales. In addition, Kuinstuff can also use Instagram Ads to attract more Instagram users' awareness and increase the number of Kuinstuff followers.

2. Consistently posting content on Instagram

The number of feed content posted by Kuinstuff at the beginning of this research was only 9 posts, and the intervals between the feeds posted by Kuinstuff were far apart or too long, indicating that Kuinstuff is not consistent in posting feed content. Therefore, the author recommends Kuinstuff to:

- a. Post structured and trendy content by looking for references to posts that are widely liked or searched for by Instagram users.
- b. Use hashtags correctly Using hashtags in every feed post on Instagram will make Kuinstuff's posts easy to find for Instagram users. This can also increase awareness among Instagram users about the presence of Kuinstuff.
- c. Posting at the right time and consistently Kuinstuff can post content during busy hours on Instagram, which is from 10:00 to 17:00. However, this should be accompanied by the target audience that Kuinstuff wants to reach. By posting content during peak hours on Instagram, the posts will be easily seen on the feed and search results of Instagram users, thus attracting the interest of users to visit Kuinstuff's Instagram account and see the products offered by Kuinstuff to consumers.
- d. Utilizing copywriting techniques in every post through captivating captions or images Copywriting is used to create attractive writing styles that encourage Instagram users to read the information stated in the captions. This includes the use of language, terms, emoticons, and other elements that are tailored to Kuinstuff's target audience. The images uploaded by Kuinstuff on Instastory or Instagram feeds should be clear and able to depict the condition of the products being sold, thereby instilling trust in consumers to purchase the products offered by Kuinstuff.

- e. Increasing interaction with followers through Instastory (Q&A) or comments Kuinstuff can enhance interaction with followers through Instagram's Q&A feature or by responding to comments on their feeds. The interaction built by Kuinstuff is not only aimed at increasing brand awareness but also to understand the needs and products sought by their followers. This allows Kuinstuff to strive to provide the desired products. The interaction between Kuinstuff and its followers can also enhance engagement between both parties.
 - f. Ensuring Kuinstuff's target audience Ensuring the target audience of the content created by Kuinstuff will make the content more focused on the desired target market, thus making the created content more structured.
3. Time Management with Google Calendar

One of the issues that contributes to the low engagement of Kuinstuff is the busy schedule of the owner, which hinders effective management of the business. To address this, one approach that can be taken is to utilize Google Calendar to organize schedules, particularly for uploading content on Kuinstuff's Instagram, including both Insta Stories and Instagram feeds. Google Calendar can also be used to record the owner's activities, allowing them to have a clear schedule for both personal and business-related matters for Kuinstuff. This way, activities can be monitored within the same platform.
 4. Staff Recruitment

The low engagement rate on Kuinstuff's Instagram is caused by the lack of interaction between the owner and their followers. To tackle this issue, the owner can recruit dedicated staff members to handle Kuinstuff's social media accounts. These staff members will be responsible for uploading content, engaging with followers through Q&A sessions or comments on Instagram, conducting product reviews, and other related tasks. By having a social media team, Kuinstuff's Instagram can maintain consistent activity instead of solely relying on the owner's free time.

The Advancement of Digital Marketing at Kuinstuff

1. Instagram Promotions

Kuinstuff has received several recommendations from the author to be implemented in its business management, namely social media marketing by posting structured content, posting at the right time, and increasing interaction with its followers. Here is Kuinstuff's Instagram profile before receiving recommendations from the author. The recommendations received by Kuinstuff can be quickly implemented and are not too difficult to apply to Kuinstuff.

However, the author's recommendation regarding employee recruitment cannot be implemented at the moment because running a business requires time to consider the implementation of these recommendations. This is due to several factors that need to be considered, such as responsibilities, recruitment processes, and the salary of the recruited employees, making it not feasible to be implemented at this time.



Figure 2. Kuinstuff Instagram Profile Before Advancement

Prior to receiving the inactive Instagram recommendation, Kuinstuff's last post on their Instagram feed was approximately 13 weeks ago, indicating a significant gap between posts. Not only were there no recent activities on Kuinstuff's Instagram account, but their Instastory activities also experienced a hiatus for several days. Consequently, there was a lack of any activity on Kuinstuff's Instagram account for a certain period of time. Furthermore, prior to the author's recommendation, Kuinstuff had only uploaded 8 new feed posts, despite the account being active since 2022. This indicates that Kuinstuff's Instagram account does not demonstrate consistent activity or updates regarding the products sold on Kuinstuff.



Figure 3. Kuinstuff Instagram Profile After Advancement

After receiving the recommendations provided by the author, Kuinstuff is now slightly more active compared to before. By comparing image 2 with image 3, it can be concluded that Kuinstuff is now active by adding 4 new posts, after 13 weeks of not posting anything on Instagram. Although there have been no major changes made by Kuinstuff, there is progress in Instagram activity. Currently, Kuinstuff is also more active by posting Instastories almost every day.



Figure 4. Kuinstuff Instagram Story Content

Kuinstuff engages with its followers by creating testimonials that are then featured on Kuinstuff's Instagram highlights.



Figure 5. Kuinstuff Instagram Story Content



Figure 6. Kuinstuff Customer Review

By being more active on Instagram, whether by posting feeds or Instastories at the right time, and engaging more with its followers, Kuinstuff has been able to increase its followers. A comparison between the Instagram profiles in images 2 and 3 leads to the conclusion that Kuinstuff's increased activity on Instagram has resulted in a gain of 29 new followers. Initially inactive on Instagram, Kuinstuff is now more active on the platform and has successfully gained 29 new followers.

2. Promotions through Shopee

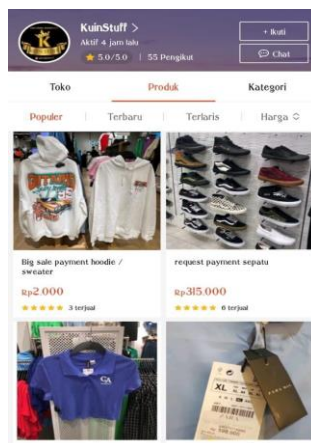


Figure 7. Kuinstuff Shopee Profile

In addition to promoting its products on Instagram, Kuinstuff also utilizes digital marketing by selling its products on one of Indonesia's favorite e-commerce platforms, Shopee. This is a wise decision made by Kuinstuff as it brings numerous benefits. By marketing its products on Shopee, Kuinstuff can easily reach a wider market. Shopee has no geographical or age restrictions, allowing people from various backgrounds to purchase the offered products. Apart from the broad market benefits, Shopee also facilitates convenient transactions for Kuinstuff's consumers. With the various transaction options available on Shopee, consumers are more likely to be satisfied and make repeat purchases.

CONCLUSIONS

In order for their products to compete with competitors in this era of digitalization, business owners are required to operate and market them through the internet or other digital platforms. Business owners must be able to master the digital world such as websites, blogs, and social media platforms like Instagram, Facebook, Tiktok, and other similar media. Moreover, Indonesia itself is one of the countries with the largest social media usage rates in the world. Therefore, digital marketing is very effective in increasing sales for business owners.

Kuinstuff is an MSME engaged in the service of storing branded goods. After analyzing, several issues were found that Kuinstuff experienced in marketing their products digitally, including; (1) Kuinstuff's number of followers is still very low and far behind its competitors, (2) Low engagement due to Kuinstuff's inconsistency in uploading content, and (3) Owner's busyness resulting in inadequate business handling. From these issues, consultant Dolmyme provided some recommendations including; (1) Increasing the number of followers by implementing social media marketing, (2) Consistently posting content on Instagram, (3) Time management with Google Calendar, and (4) Recruiting staff.

Of the recommendations provided by consultant Dolmyme, the accepted recommendation is social media marketing by posting structured content, posting at the right time, and increasing interaction with followers. After receiving the recommendations from the consultant, Kuinstuff has now slowly become active on Instagram by posting new feed posts or creating instastories. Previously, Kuinstuff was not active on Instagram for 13 weeks, now Kuinstuff posts Instastories almost every day. With Kuinstuff's activity on Instagram, Kuinstuff has successfully gained 29 new followers.

Through the completion of this paper, the author hopes to assist Kuinstuff in enhancing engagement with its customers through both conventional and digital marketing efforts. With the increased marketing activities carried out by Kuinstuff, it can also impact sales and revenue for the company. The use of digital

marketing can also help Kuinstuff to adapt to changes in the market and become a sustainable and continuously growing business in the long term.

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