

Digital Marketing Activities at IDEMU by Vivere

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ABSTRACT

Digital marketing is a strategy that utilizes digital media to connect both potential customers and companies. One of the companies engaged in furniture that implements digital marketing is IDEMU by Vivere. This research was conducted with the main objective of finding out the digital marketing activities carried out by IDEMU. This research includes qualitative research with a case study method. The interesting finding of this research is that IDEMU's digital marketing focuses on Instagram and collaboration with influencers. Furthermore, collaboration with influencers is more inclined than collaboration with microinfluencers because the target customer is more niche.

INTRODUCTION

The first COVID-19 case in Indonesia was detected on March 2, 2020. According to the Indonesian Ministry of Finance (2020), the increasing cases of COVID19 have an impact on the world economy including Indonesia. The COVID-19 pandemic which has been established by the United Nations has an impact on transportation, tourism, trade, health and other sectors. Lock down policies are taken by various countries to prevent the further spread of the virus. The restriction policy taken results in side effects, where economic activities are hampered.

Many companies are looking for ways to survive the pandemic, with the marketing industry proving its ability to adapt quickly and thrive in difficult conditions. Most companies have now turned to online marketing and continue to be developed following the times to date (Gurău, 2008; Kreutzer, 2022; Winata & Alvin, 2022). Marketing is one of the most important efforts in running a business (Alvin, 2022b; Octora & Alvin, 2022; Verenia & Alvin, 2022). Due to the development of technology that makes internet has become a common thing to use, the traditional marketing model (offline) has begun to be reduced. Both offline and online strategies have their weaknesses and advantages. However, it is likely that using two strategies can improve a company's marketing to help sales.

The internet currently plays an important role in the development of globalization. Many companies are starting to switch from traditional media to social media. People spend a lot of their time on social media. Data from We Are Social (Kemp, 2022) says that as much as 73.7% of the total Indonesian population has now used the internet and spent about 12 hours on the internet or social media. This makes existing businesses compete to introduce or promote their business through the internet or social media.

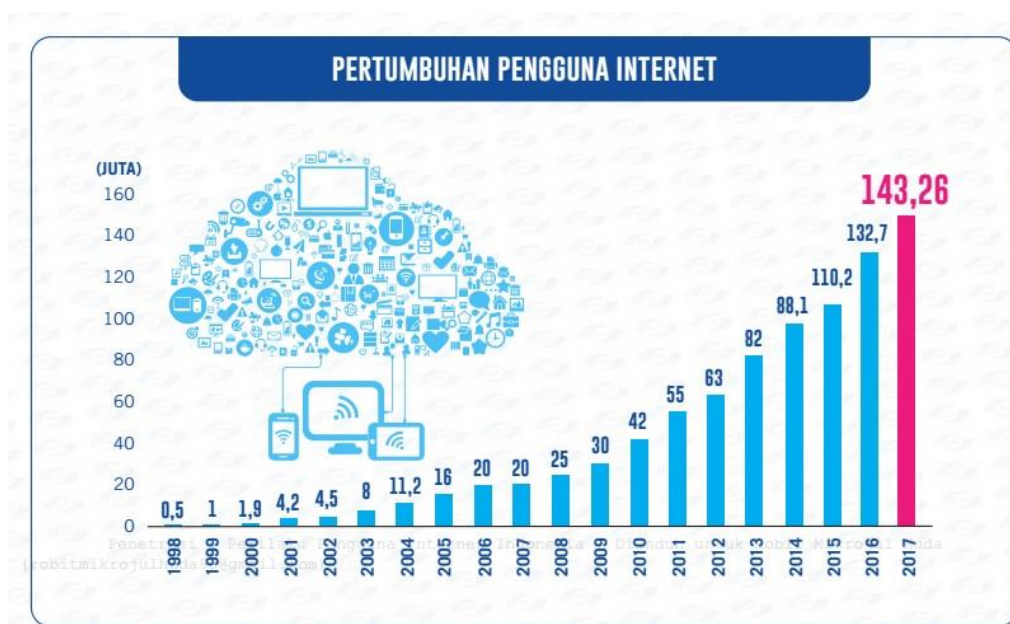


Image 1. The Growth of Internet Users Over Time
Source: APJII (2022)

Through the data above, it can be concluded that internet usage in Indonesia is always increasing every year. Of course this is very influential for the digital and internet world. Marketing in the world is starting to shift from offline to online. This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and transactions via the internet (Hidayanto et al., 2015; Purba et al., 2021). In addition, product marketing using digital marketing and utilizing social media to be able to reach consumers directly and can reduce promotional costs (Dinh et al., 2014; Han et al., 2023).

According to Chaffey and Chadwick (2022), digital marketing is a strategy that utilizes the use of the internet as a development of existing traditional communications to achieve marketing goals. Another definition is a marketing strategy by utilizing digital media such as websites, social media, e-mail, and others to achieve the company's marketing targets.

Digital marketing can be utilized by business owners to promote and market their products and services and be able to expand their target market. expand the target market because the internet is not limited by distance and time. Internet media that are now popularly utilized for marketing products are Instagram, TikTok, YouTube, Facebook and other social media. The benefits obtained with digital marketing apart from being able to expand the target market can also streamline the marketing process. market can also be used to streamline marketing costs.

In addition, digital marketing is real time so that entrepreneurs can immediately pay attention to interest and feedback from the intended market, and can decide on a strategy to make adjustments to advertising content for better results (Heimbach et al., 2015; Rust et al., 2021).

Not only for sharing information, social media has also become a means of communicating and interacting online to do business marketing. The development of information technology that is increasingly advanced and rapid has the impact is felt by most people from simple to modern and fast-paced, which has an impact on information behavior in the society, especially the business world (Alvin, 2022a; Lindgren, 2017). This certainly requires business people to have an online media, where the information presented can be easily and quickly obtained by consumers (Hajli, 2014; Zhao & Zhang, 2017).

Social media has been widely used by companies around the world. A study conducted by Simply Maesured revealed that as many as 54 percent of companies with well-known brands have used social media as a promotional medium (Businesswire, 2012). Even today, it is not only big companies that use social media for promotion. Small companies have also used social media for promotion. One of the nation-wide company that using social media is IDEMU by VIVERE which is engaged in the field of furniture.

Furniture is a term for household furniture that serves to store, do something, for seating and a place to put things on its surface. In addition to its physical function, the shape, pattern, color and design can provide more functions than the furniture itself, namely the function of beautifying the house, making it more beautiful and providing additional aesthetics in the house. The

property industry in Indonesia is growing which makes more and more furniture needs, one of which is services engaged in custom furniture. Data from the Ministry of Industry (2021), the performance of the furniture industry was able to rise and grow by 8.04% after the same period last year experienced a contraction of 7.28% due to the impact of the Covid-19 pandemic.

According to the Minister of Industry Agus Gumiwang (2021), the furniture industry as a labor-intensive and export-oriented sector, also plays an important role in significant contribution to the national economic recovery efforts. economic recovery efforts. As we all know, the COVID-19 pandemic has a significant negative impact on all business sectors, including the industrial sector. Meanwhile, Central Bureau of Statistics (BPS) explains that the furniture industry in Indonesia experienced a correction or a decrease in gross domestic production (GDP) of 3.36 percent. However, this value began to grow and develop again in the first quarter of 2021 by 8.16 percent.

IDEMU by VIVERE is a furniture company that focuses on custom furniture. Custom furniture is a furniture making service that invites customers to participate in the process of making furniture because this service designs furniture according to the wishes and themes that customers want according to their needs. According to Nur Cahyudi as the Chairman of of the Indonesian Furniture and Handicraft Industry Association (HIMKI), the competitors' competition is to create a more contemporary design in producing goods such as making minimalist or classic furniture themes according to market trends (Hakim, 2019).

The IDEMU by VIVERE company is one of the companies affected by the COVID-19 pandemic. Therefore, the specific objective of this study was to understand the digital marketing activities carried out by Vivere in the midst of the Covid-19 pandemic.

LITERATURE REVIEW

Digital Marketing

Digital marketing refers to the practice of promoting products or services using digital channels, such as search engines, social media platforms, email, mobile apps, and websites (Chaffey & Chadwick, 2022). The goal of digital marketing is to reach and engage with a specific target audience in a cost-effective and measurable way, and to convert them into customers or clients (Durmaz & Efendioglu, 2016).

Digital marketing encompasses a wide range of tactics and strategies, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, affiliate marketing, and mobile marketing (Kritzinger & Weideman, 2013; Zhou et al., 2019).

One of the key advantages of digital marketing is the ability to track and analyse the performance of campaigns in real time, allowing marketers to adjust their strategies and tactics on the fly to optimize results. This level of data-driven insight and flexibility is difficult to achieve with traditional marketing methods.

Digital marketing has become an essential component of modern marketing, enabling businesses of all sizes to reach and engage with their target audience in an increasingly digital and interconnected world.

Furthermore, digital marketing is a fast-evolving and dynamic industry in Indonesia, offering opportunities for businesses of all sizes to connect with customers and drive growth in the digital age. It is driven by the country's large and tech-savvy population, as well as increasing internet penetration and the rise of e-commerce.

There are some factors that shaping digital marketing in Indonesia. Firstly, mobile-first. Indonesia is one of the most mobile-centric countries in the world, with mobile devices accounting for over 90% of all internet traffic. This has led to a focus on mobile-optimized websites, apps, and ads, as well as the growth of mobile payment solutions (Kemp, 2022).

Secondly, social media dominance (Durmaz & Efendioglu, 2016). Social media platforms such as Facebook, Instagram, and WhatsApp are hugely popular in Indonesia, with over 160 million active users. This has made social media marketing a key part of many digital marketing strategies in the country.

Thirdly, e-commerce boom (Afifa, 2022; Sundararajan, 2022). Indonesia's e-commerce market is growing rapidly, with online retail sales projected to reach \$53 billion by 2025. This has created opportunities for digital marketing campaigns focused on driving sales and customer acquisition for e-commerce businesses.

Lastly, influencer marketing. It's increasingly popular in Indonesia, with many local celebrities and social media personalities commanding large followings and significant influence over consumer behaviour (Lolita, 2022).

While digital marketing offers numerous benefits and advantages, it also has several limitations that businesses need to be aware of (Dole, 2020). First, dependence on technology. Digital marketing relies heavily on technology, such as internet connectivity, software platforms, and hardware devices. Any disruptions or technical issues can impact the effectiveness of digital marketing campaigns.

Second, high level of competition. The digital marketplace is becoming increasingly crowded, with more businesses and marketers vying for attention and engagement from the same audiences. This can make it difficult for businesses to stand out and achieve their desired outcomes.

Lastly, Lack of personal touch. Digital marketing is inherently impersonal, and can sometimes lack the personal touch and human connection that traditional marketing methods offer. This can make it challenging to build trust and establish long-term relationships with customers.

METHODOLOGY

This research is considered as qualitative research. It involves collecting and analyzing non-numerical data to gain insights into human behavior, attitudes, and perceptions. Qualitative research is often used in digital marketing to understand customer preferences, motivations, and experiences, and to inform marketing strategies and tactics. This research employs case

study research design (Yin, 2018). Case studies involve in-depth analysis of a particular individual, group, or organization to understand their behavior and experiences. This method can provide detailed insights into specific customer segments or marketing campaigns, and can be used to identify best practices and lessons learned.

According to Yin (2018), a case can be defined as "an empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident." In other words, a case study focuses on a particular situation or phenomenon that is situated in a particular context or environment.

Yin suggests that cases should be selected based on their potential to provide insights into the research question or topic being investigated. Cases can be selected based on criteria such as relevance, representativeness, and uniqueness.

The data from this study was collected through a process of active observation, and physical artefacts. After data has been collected, researchers employed pattern-matching technique to analyze the data, which involves comparing the data to a theoretical framework or model to identify patterns or themes.

RESEARCH RESULT

Digital Marketing at IDEMU

In practice, digital marketing at IDEMU focuses on social media marketing, content marketing, WhatsApp business, website and video marketing. The Marketing Team at IDEMU is given the responsibility to plan marketing and branding digitally, create a content plan per month, produce YouTube ads starting from the pitching stage to the production stage, create articles that will be published on the IDEMU website, create and share IDEMU programs using Qiscus via whatsapp, handle planning, creation, and publication of Instagram, Facebook, TikTok and YouTube content.

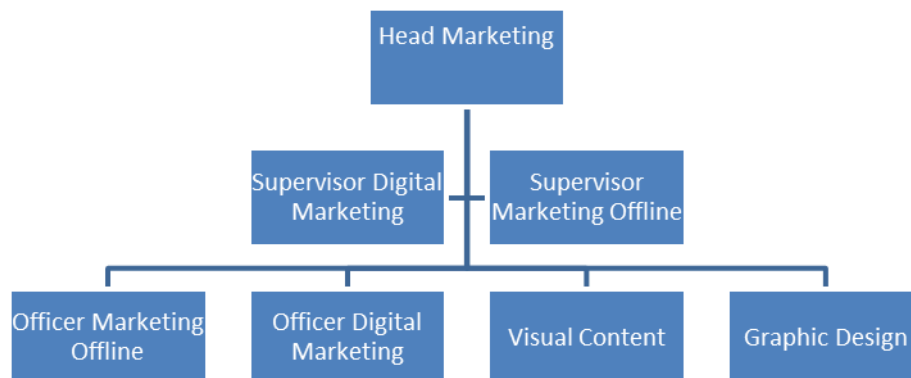


Image 2. IDEMU by Vivere Marketing Department Structure

All digital marketing activities at IDEMU by Vivere are done by the marketing division. There are seven people, consisting of a head, two supervisors, and four officers.

Table 1. Details of IDEMU by Vivere Marketing Division Job Desk

no	Job Title	Description
1	Head of Marketing	role as advisor or advisor to IDEMU's marketing division who also monitors and provides advice on the work activities carried out. advice on the work activities carried out.
2	Supervisor Digital Marketing	responsible for supervising and providing advice to digital marketing officers and digital marketing internship officers, besides that, the supervisor also has a duty in the output content produced in digital marketing activities which includes Instagram, TikTok, Facebook, Pinterest and the website. The digital marketing supervisor is also responsible for providing report to the head of Marketing every week and month
3	Supervisor Marketing Offline	responsible for creating events, brand activation and marketing activities that are carried out offline. Offline marketing supervisors are also responsible for supervising and providing advice to offline marketing officers and offline marketing interns. The offline marketing supervisor is also responsible for reporting to the head of marketing every week and month.
4	Officer Digital Marketing	has the responsibility to create a monthly Content Plan, contact KOL, brief KOL, and also create social media content including Instagram, Facebook and TikTok

5	Visual Content	create content that is needed and has been planned by other sections. With this unit, content production such as customer furniture photoshoots, social media content, YouTube ad production and other stock content will be more efficient.
6	Graphic Design	responsible for design activities for online and offline marketing purposes. The position of graphic designer here is very important, considering that all visual content in all marketing activities needs to be designed in accordance with the SOP design applicable in IDEMU.
7	Officer Marketing Offline	Responsible for supporting events, brand activation, and marketing activities created by the offline marketing supervisor who is also in charge of the administration required for marketing activities.

Source: Data Collection (2023)

Marketing activities at IDEMU by Vivere are focused on digital marketing. In particular, marketing is done on Instagram social media. Instagram is a very popular social media platform in Indonesia, with a large user base. According to Statista (2022), as of January 2021, there were approximately 73.7 million Instagram users in Indonesia, making it the fourth-largest Instagram market globally. Instagram is a powerful platform for businesses and individuals in Indonesia to connect with their audiences, build their brands, and promote their products and services.

In addition, an interesting finding is that IDEMU also emphasizes digital marketing on influencer marketing activities. Influencer marketing is a type of marketing strategy that involves collaborating with individuals who have a large and engaged following on social media platforms (Haenlein et al., 2020). These individuals, known as influencers, have the ability to influence the purchasing decisions of their followers through their content and recommendations.

In influencer marketing, a brand or business partners with an influencer to create content that promotes their products or services. This content can take various forms, such as sponsored posts, product reviews, or endorsements (Lee & Kim, 2020). The goal of influencer marketing is to leverage the influencer's authority and credibility with their followers to increase brand awareness, engagement, and sales.

Influencer marketing has become increasingly popular in recent years, as social media platforms have become a more integral part of consumers' lives.

Influencers can help brands reach highly targeted and engaged audiences, and their endorsements can be more authentic and effective than traditional advertising (Jin et al., 2019).

Content Planning

Every month, the Digital Marketing Division conducts brainstorming to create a content plan for one month, which will later become the material for creating Instagram content every day. Creating a social media content plan is an important step in developing a successful social media strategy. The content planning steps consist of define the goal, define the target audience, content themes, content calendar, and content format. Below is the content plan of IDEMU by Vivere in September 2022.

Jadwal Posting IG Feed	Jadwal Posting IG Story						
10.00-11.00	09.00-10.00						
13.00-14.00							
17.00-19.00							

CONTENT PLAN September 2022							
September							
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal				1	2	3	4
Content Pillar				Promo September	Rumahmu Idemu Kathenne - Verde Barat Kitchen https://drive.google.com/drive/folders/1RGPhMvuaqB8baZ7	Inspirasi Interior Kamar Anak Showroom IDEMU Central Park Reference: https://www.instagram.com/cg43Hrbs7	Material Countertop Fav (coba tanya sales yg best seller apa) https://www.instagram.com/
Konten							
Hari	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu	Minggu
Tanggal	5	6	7	8	9	10	11
Content Pillar	Promo september bisa beli apa aja	Free Desain	Rumahmu Idemu Living Room - Ninien https://drive.google.com/drive/folders/1WxVWnJ5E7JUVV1PwNR0x4-1pw0c4t4	Reels Sofa Samara	Reels: Rotating Table	Tanya Desainer pilihan material yang cocok buat cabinet	Testimoni Customer IDEMU
Konten				Bisa Cobain Semua Produk di IDEMU Reference : https://www.instagram.com/p/Cg0vuZfKWj-/			

Image 3. Content Plan IDEMU by Vivere
 Souce: Data Collection (2023)

A social media content plan is a critical component of any social media strategy. It helps ensure that your content is consistent, aligned with your goals, efficient, measurable, and collaborative (Chauhan & Pillai, 2013). The implications of implementing a content plan will have a positive impact such as maintain engagement with the targeted audience and build brand awareness, creating content that resonates with your target audience and supports the business goals. Moreover, a content plan can help ensure that everyone on the team is on the same page when it comes to your social media strategy. It can facilitate collaboration and communication, allowing everyone to work towards the same goals.

Timing is an important factor in social media strategy because it can have a significant impact on the reach and engagement of your content (Chaffey & Chadwick, 2022). By understanding when your target audience is most active

on social media, it can optimize your posting schedule and increase the effectiveness of your social media strategy. In general, the most active times on Instagram are mid-morning and mid-day during the week, as well as early afternoon on weekends. In IDEMU by Vivere, Content uploads are done at the following hours, 09.00-10.00 WIB, 14.00-15.00 WIB, and 17.00-19.00 WIB.

The Instagram Content

Every content that IDEMU creates always uses IDEMU's original images taken directly by the Photographer team from IDEMU itself, the image itself is useful as a supporting tool if what is conveyed is true.

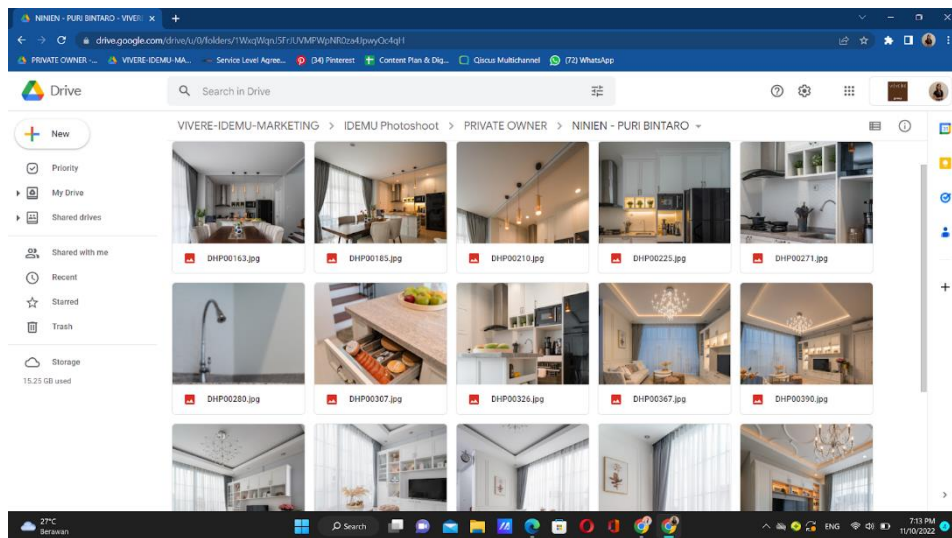


Image 4. Picture Courtesy of IDEMU by Vivere
Source: Data Collection (2023)

The pictures above are photos of the homes of customers who buy furniture at IDEMU and can only be accessed by VIVERE GROUP. Every time a photo is taken at the customer's home, an e-voucher worth Rp. 1,000,000 will be given and if the customer is willing to do testimonials for YouTube, an e-voucher will be given worth Rp. 2,000,000 which can be redeemed in accordance with the terms and conditions.

According to Pulizzi (2013), 91% of content with images performs better than those without visuals. This is because 90% of the information that enters the human brain comes from visuals and visual information is also received 60 thousand times faster than writing. Therefore, all IDEMU content always uses images, both content for social media and articles. Further, IDEMU always prioritizes its visuals according to the platform and content category created. IDEMU also has a design that is characteristic of your idea, starting from fonts and colors so that the content produced is similar and professional. IDEMU's content creation colors use Coal Black, Tangerine and White.



Image 5. IDEMU's Colour Policy
Source: Data Collection (2023)

Influencer Marketing

As part of its digital marketing activities, IDEMU also collaborates with influencers. Every month, the influencers who become partners are asked to target to inform about USP (unique selling point) and visit showrooms owned by IDEMU. In a month, the author usually contacts more than 20 influencers to collaborate, negotiate and work with.

The marketing team of IDEMU contacts influencers with direct messages on Instagram. Next, the team will ask for the rate card. At this stage, there is a negotiation process between full cash payment or partial cash payment and partial shopping vouchers at IDEMU. Once an agreement is made, the influencers can start doing their work immediately.

One of the influencers invited to collaborate is Yunita Ho with an Instagram account @yunita.ho who has 52.3k followers.

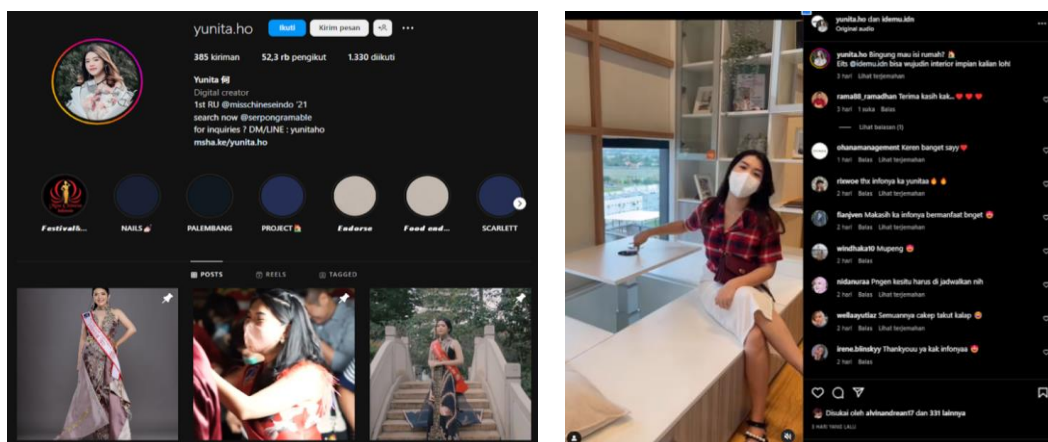


Image 6. One of IDEMU Influencers
Source: Data Collection (2023)

Generally, someone with 52.3k followers on social media can be considered a micro-influencer. Micro-influencers have a smaller but highly engaged following, and can be effective for niche marketing and targeting specific audiences. On the other hand, macro-influencers typically have hundreds of thousands or even millions of followers, and are often used for broader brand awareness campaigns. Ultimately, the effectiveness of an influencer depends on a variety of factors, including their engagement rate, content quality, and relevance to the target audience.

The effectiveness of micro-influencers can vary depending on a variety of factors, such as the quality of their content, their relevance to the target audience, and the fit with the brand or product being promoted. However, in many cases, micro-influencers can be a valuable and effective addition to a brand's marketing strategy (Park et al., 2021).

CONCLUSIONS AND RECOMMENDATIONS

Digital marketing is becoming increasingly important for businesses of all sizes and industries. It allows businesses to reach a wider audience than traditional marketing methods. With the rise of social media and other online platforms, businesses can reach people all over the world and at any time of day.

Further, Digital marketing can be much more cost-effective than traditional marketing methods, such as print or TV ads. Many digital marketing methods, such as social media advertising or email marketing, can be targeted to specific audiences, reducing waste and maximizing the return on investment. It also provides businesses with a wealth of data and analytics that can be used to measure the success of their marketing campaigns.

Moreover, with so many businesses now operating online, digital marketing has become essential for businesses looking to stay competitive. Businesses that do not invest in digital marketing risk being left behind by their competitors.

IDEMU by Vivere implements digital marketing by focusing on utilizing social media marketing on Instagram and working with influencers. In this digital era, creating high-quality, visually appealing content is key. Collaborating with influencers can be a powerful way to reach new audiences and build trust with potential customers. Using Instagram alone for marketing can increase reach, engagement with customers and the possibility of buying. Not only that, the impact will be even stronger if combined with influencers who have followers that match your target market can help increase brand awareness and drive sales.

ADVANCED RESEARCH

This research has limitation. One of the reasons is because this study did not measure the effectiveness of digital marketing activities that have been carried out. Therefore, the researcher recommends for further research to examine the effectiveness of IDEMU by Vivere's digital marketing and compare with competitors who are both engaged in the furniture business.

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