

## Digital Marketing Strategy for Local Business Imanee Clothing Line

Mitha Prissca<sup>1</sup>, Nuri Wulandari<sup>2</sup>

<sup>1</sup> Master of Business Administration Program, Bandung, Indonesia

<sup>2</sup> Master of Business Administration Program, Bandung, Indonesia

### Abstract

Local fashion brands in Indonesia are now starting to appear in the market and are growing rapidly. One fashion brand, Imanee, offers quality dresses with casual and elegant designs. Imanee stands as an offline store in the city of Bangka. However, the phenomenon that occurs is that sales are less significant. Therefore, this study aims to produce a digital marketing strategy so that the Imanee fashion brand can reach a wider range of consumers, increase awareness, sales and retention. To achieve this goal, the research method was carried out using Porter's Five Forces analysis. Furthermore, this research used a qualitative method, non-probability sampling techniques using varian snowball sampling on six respondents through in-depth interviews with the framework of the Customer Journey and Marketing 4P (Product, Promotion, Price, Place). The results of the study indicate that Imanee's business conditions are in intense competition. Imanee products have met buyer satisfaction with the hope that the product can add designs to follow trends and issue large sizes. The price of the product is in accordance with the quality offered. Based on in-depth interviews, it can be said that the top platforms that can be used for a base in the digital market are shopee, instagram, and tiktok. Through this research, the resulting marketing strategy is in the form of a long-term implementation plan with a one-year target. Which are categorized into high, medium and low priority based on the criteria of low cost and high impact. The implementation plan includes product development and social media outreach. With this strategy, it is hoped that Imanee will be able to compete in the red ocean market and increase its competitive advantage to win the market.

**Keywords:** *Fashion industry; digital marketing strategy; brand awareness; MSME's*



This is an open access article under the CC-BY-NC license.

### INTRODUCTION

The fashion industry has a huge opportunity to grow and develop and is very easy for newcomers to make it a career choice for the younger generation. This is evidenced by the fact that MSMEs in the fashion industry are starting to appear and spread throughout Indonesia. Sir Sandiaga Uno as the Minister of Tourism and Creative Economy said that the fashion industry is the 3rd largest contributor to Gross Domestic Product (GDP), referring to Katadata.co.id as of August 2021.

Indonesians spent 5.56 billion hours accessing shopping applications during 2021. The total hours in 2021 increased significantly by 52% from 3.65 billion hours in the previous year, 2020. Online shopping applications offer a variety of product choices and ease of use. transactions that can be done anytime and anywhere. The increase in transactions in e-commerce is supported by appropriate marketing strategies such as promotions, campaigns carried out on twin dates every month (example: DD/MM 12-12) and free postage programs.

Based on Katadata.co.id in February 2022, as many as 51.1% of respondents think free shipping costs greatly affect decisions in online shopping. In addition, 39.2% of respondents made online shopping transactions because of the discounts offered. This underlies the sellers to carry out several of the above campaigns in an attractive and targeted marketing manner to increase sales figures.

Referring to the previous data, the great potential and opportunities are certainly a way for new entrants to compete in the market. New entrants become hope for consumers to be able to bring changes and new ideas with the spirit of inspiring trends in the modern era so that they can gain awareness and rapid growth. Growing and developing in the digital marketing industry is a challenge for local newcomers. In this study, Imanee as a local fashion brand that offers long dresses with simple and casual designs got the challenge. Currently, Imanee has a physical store located in the city of Bangka and an online store that operates via Instagram, Shopee and WhatsApp. The products offered by Imanee can be said to be abundant in the red ocean so that Imanee has difficulty in determining the right marketing strategy.

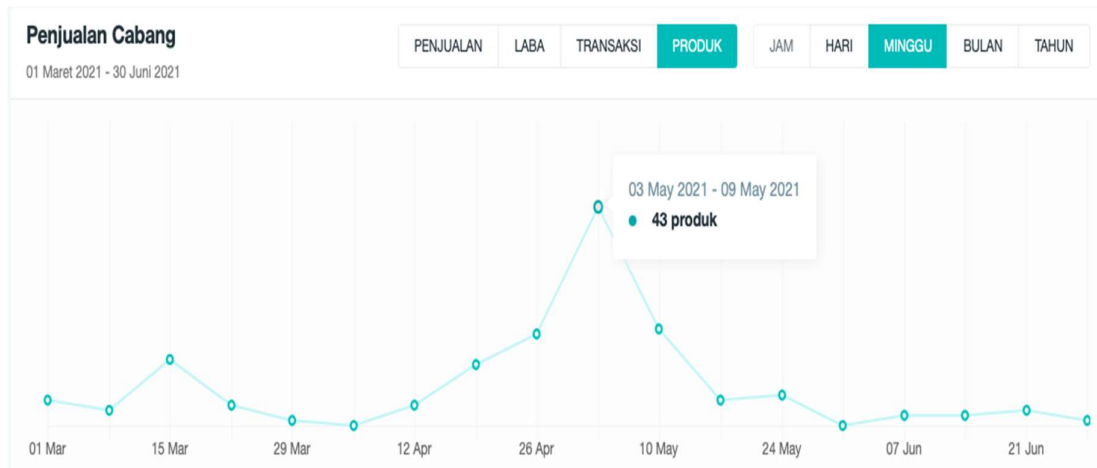
Based on Porter's Five Forces analysis in previous research, Imanee's business conditions are in intense competition. New entrants can survive in a competitive market by providing uniqueness or difference to the products offered. Creating products that are not created by competitors and also providing services that are not provided by competitors. The results of this analysis underlie Imanee to be able to determine marketing strategies with product uniqueness, offering value and product advantages. Based on the above background, it is very important to formulate the right digital marketing strategy so that the formulation of the question in this research is How to develop a digital marketing strategy for Imanee's digital product channels to increase awareness and sales figures?

Then this research aims to produce a digital marketing strategy that is appropriate and appropriate so that it can strengthen the position of Imanee's local products in the market, increase awareness and sales figures through the various platforms offered.

## **LITERATURE REVIEW**

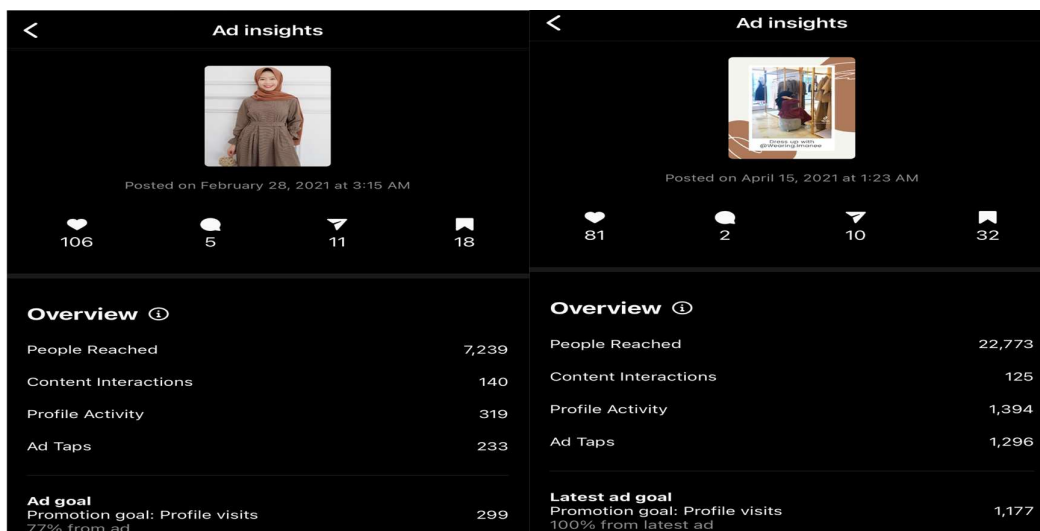
### ***Business Issue***

The Imanee clothing line was first launched in March 2021 through physical stores in the city of Bangka. The products offered are women's casual dresses consisting of sizes S, M and L with ages 20 years and over. At the beginning of its launch, Imanee's marketing strategy was to validate product ideas to the people in Bangka city because product sales in the casual and elegant clothing categories were still minimal. Consumer enthusiasm can be seen from the increasing sales figures ahead of Eid al-Fitr, namely March - April 2021 as shown in Figure 1. The Eid al-Fitr moment is an opportunity for Imanee until May 2021 sales are still increasing. However, after May 2021 sales decreased as Eid ended. This happens because of the lack of interest of the local community to buy clothes outside certain moments. People prefer to buy primary needs such as food.



**Figure 1.** Sales Chart from March - June 2021  
 (Source : Imanee Internal Data)

In an effort to increase sales, Imanee uses the advertising feature on the Instagram platform to introduce its products. In addition, the marketing strategy carried out is by giving a 10% discount coupon on the second purchase and holding a giveaway by giving one piece of clothing to the winner who meets the requirements.



**Figure 2.** Insight of Instagram Advertisement  
 (Source : Imanee's Instagram)

Based on the digital marketing strategy that has been carried out above, due to the Instagram platform's advertising features, it shows an increase in followers and sales, but not significantly. This is due to the limitations of these features to identify areas that are the target of marketing and what content is most in demand. Therefore, it is important to analyze Imanee's current business condition in entering the digital market so that in the future Imanee can use the right digital marketing strategy to enter the red ocean market to increase awareness and sales. The analysis

conducted by Imanee uses a marketing framework analysis that uses the theory of Porter's Five Forces, 5's C and SWOT.

### ***Digital Marketing***

Digital marketing is the use of the Internet as a technology that can connect two-way communication between companies and consumers (Coviello,2001). Digital marketing facilitates sales promotion, such as the use of social media which is widely used by marketers. Likewise, Imanee uses marketing through digital marketing so that its reach is wider and costs are lower. The existence of social media is a means for consumers that can be used to disseminate information in the form of text, images, audio, and video with many parties, both between companies to consumers or consumers in the company (Kotler, 2012).

### ***Brand Awareness***

According to Shimp (2014) brand awareness is the ability of a product for a brand to always be remembered in consumers' memories when consumers think about certain products and easily a brand will appear in their memory.

Brand awareness as a marketing strategy is the most important factor in building consumer awareness to buy a product. Through consumer awareness of a brand, potential consumers can remember and know the brand and decide to make a purchase, allowing consumers to only make purchases in one particular brand category. The term strategy is often used by people to describe something such as some goals to be achieved. Like Imanee in carrying out a strategy to achieve goals.

From the description above, this journal focuses on digital marketing activities in building brand awareness

### ***Framework Analysis : Porter's Five Forces***

Porter's Five Forces is a model created by Michael Porter to describe the framework as an analysis of the development of a business strategy or competitive environment that contributes to competitiveness and competitive advantage (Chairunisa, 2020). The framework of Porter's Five Forces model is shown in Figure 3. There are five things that can determine the level of competition and market attractiveness in an industry, including the threat of new entrants, the bargaining power of suppliers, the bargaining power of buyers, the threat of substitute products and competition with similar competitors.

In an industry, new entrants will increase the level of competition. The threat level of new entrants is measured based on the ability of new entrants to enter and compete with other similar companies (Fiorenita, 2021).

Suppliers can use bargaining power against buyers by increasing prices when selling raw materials or lowering product quality to buyers (Kotler, 2016). This is certainly a threat for companies to choose quality suppliers at appropriate prices.

The bargaining power of buyers according to Rothaermel (2017) is inversely proportional to the bargaining power of suppliers. The bargaining power of buyers plays a role in lowering selling prices as well as offerings in improving quality and service so as to make competitors compete with

each other. The higher the bargaining power of buyers in suppressing lower prices and higher product quality, the lower the profit or profit obtained by the company (Aprillia, 2020).

According to Rothaermel (2017), the threat of substitute products is defined as substitution that fulfills the basic needs of consumers with the same product but in a different way. Substitute products can be cheaper and have better product quality. This of course can affect the company's sales figures.

Competition with similar competitors is the main factor to survive in market share. This competition illustrates the intensity of the same company in winning market share and profitability (Rothaermel, 2017). Various strategies are carried out to optimize the company's position by carrying out promotions, campaigns and improving services to customers (Limantoro, 2018).

Based on Porter Analysis, the fashion industry is indeed in high competition. As well as the low entry barriers, making it easier for new competitors to enter. Thus it requires a reliable marketing strategy in order to become a competitive advantage that could increase the sales.

#### ***Framework Analysis : The 5's C Analysis***

One of the analyzes that needs to be done regularly when running a business is the 5C analysis which includes customer, context, company, collaborator and competitor. The information obtained based on this analysis is used to make decisions regarding the business that is run to offer products with a competitive advantage.

Customers are one of the most important parts of a business. Based on the analysis of the HBR Marketing tool, customer analysis involves two main factors, namely understanding consumer needs and understanding consumer decision-making processes. Customer analysis can be done by finding out what customers like and don't like about the products offered.

Context analysis is conducted to determine the external factors of a product in terms of industry trends, society, law and technology that affect the running of a business. Social trends can influence the shift in shopping behavior through the online system, what products to buy and how consumers make decisions to buy these products.

Based on the analysis of the HBR Marketing tool, the company's analysis includes analysis of business models and competitive strategies. Companies generally compete by offering the lowest cost and product differentiation with similar competitors.

Collaborators are companies and or people who assist companies in marketing products to customers according to the HBR Marketing tool analysis. Collaborators include components that enable companies to increase their ability to provide goods or services. Suppliers who provide raw materials to make products, distributors and retailers who sell products to customers are also included in the collaborators.

Competitive analysis involves the analysis of companies that compete with other companies when offering similar products to customers. Knowing the overall market position, strengths and weaknesses of competitors will provide a big advantage for the company.

However, after 5c analysis, there are many opportunities because in terms of market share, Indonesian customers are still wide open, especially in the segment that Imanee targeting. In addition, the support from the government is also very large, making it possible to remain competitive in this industry to increase sales.

#### **Framework Analysis : SWOT (Strengths, Weaknesses, Opportunities, Threat)**

According to Rangkuti (2006), SWOT analysis is the identification of various factors to formulate a company strategy that can maximize strengths and opportunities. But at the same time it can minimize weaknesses and threats. Company performance can be determined by a combination of internal factors in the form of strengths and weaknesses. Then compare external factors in the form of opportunities and threats. SWOT analysis has the advantage of being able to detect every weakness and strength of an institution so that it is useful in minimizing the impact or consequences that will occur in the future (Coman, 2009).

Strength is defined as the uniqueness of a resource or circumstance that is used to take advantage of an opportunity. Not only focus on all strengths, but also focus on customer-relevant strengths that aim as special competencies for the company among competitors.

Based on the analysis of the HBR Marketing tool, the researcher defined weaknesses to understand the customer needs of all companies in the industry and the competencies that the company provides for its advantages over competitors. Opportunities from a SWOT analysis summarize trends or developments that can benefit the company by increasing sales and profits while threats from a SWOT analysis summarize trends or developments that are not in the company's favor, such as threatening sales or profits, thereby preventing the company from pursuing business targets. It is important to recognize the factors that can hinder the company's business performance.

By analyzing the SWOT, Imanee has the strength by carrying out a timeless, simple, elegant design that might be a competitive advantage in the competition. However, Imanee still needs a reliable marketing strategy, especially in the digital sphere due to fierce competition and to overcome Imanee's weakness, which lacks an online presence.

#### **RESEARCH METHOD**

This research applied qualitative methods as primary and secondary data collection. Qualitative research studies participants' meanings and the relationships between them, using a variety of data collection techniques and analytical procedures, to develop a conceptual framework and theoretical contribution (Saunders, Mark N., K. et al, 2020).

Qualitative methods may use a single data collection technique such as in-depth interview and corresponding qualitative analytical procedure. Thus the questions, procedures and focus may alter or emerge during a research process that is both naturalistic and interactive. Qualitative research is likely to use non-probability sampling techniques using varian snowball sampling. The qualitative data that are collected will be non-standardised and generally require being classified into categories for analysis (Saunders, Mark N., K. et al, 2020). Snowball sampling is a variety of procedures known as snowball sampling involving using probability methods for an initial

selection of respondents and then obtaining additional respondents through information provided by the initial respondents. However, bias is likely to enter into the study because a person suggested by someone also in the sample has a higher probability of being similar to the first person (Zikmund, W. and Carr, J., 2012).

Primary data collections, methods used are In-depth Interview, one-on-one, probing interview between a researcher and a respondent (Zikmund, W. and Carr, J.,2012). The researcher conducted in-depth interview with customers and potential customers using snowball sampling, with the purpose to gain insight in online shopping behavior, perception toward Imanee's clothing line and brand loyalty. Researcher's own knowledge and experience also attach in this research such as history of company, product, 5's C situation as macro situational and SWOT analysis.

Secondary data collections, the researcher also searched secondary data for supporting the analysis. Data that have been previously collected for some purpose other than the one at hand (Zikmund, W. and Carr, J.,2012). Secondary data collection is obtained from books, journals, articles, reports, news, and other statistical data.

## FINDINGS AND DISCUSSION

### Point 1

The first result by Porter's five forces the result is there still have chances to new entrants especially MSME to grow in the market even though the threat of new entrants and rivalry among existing competitors are relatively high, but the new entrants still could be able to penetrate and survive in a competitive market by differentiating their positioning or product, offering great value and more competitive advantage. To address this problem, then this chapter will discuss the solutions.

### Point 2

- The consumer behavior

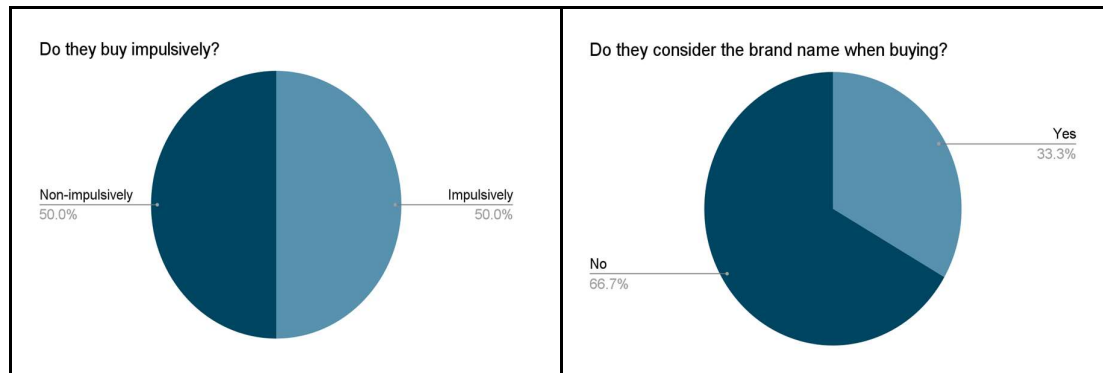


Figure 3.1 Consumer behavior result

(Source: In-depth Interview)

According to in-depth interview result, 3 from 6 respondents said they usually shop online and buy clothes impulsively while scrolling e-commerce or social media. They get easily attracted with instagram advertisements which contain good visualization videos or photos of products. Sometimes they simply deliberate to search and buy something in e-commerce without a certain purpose. The rest of respondents choose to consider the reason and necessity behind purchasing clothes. Usually the reason for considering it is that clothes could be used on multiple occasions, or how often will I wear this shirt? But impulsive or not is not the basis of how often he buys clothes, normally they could buy clothes 2-3 times in a month with a budget no more than IDR 500,000.

There is also 1 respondent who buys clothes 5-6 in a month with a budget no more than IDR 1,000.000 because her daily activities on campus make her want to wear different outfit everyday.

Only 2 respondents from 6 respondents consider a brand name as priority when purchasing because usually branded stores have trusted product quality, so they buy with a sense of security without fear of getting items that don't match the photo. The other 2 respondents prioritize cloth design because different cloth design have a different look when tried on their bodies especially for fat women. Then followed by 1 respondent prioritize the price and 1 respondent prioritize the color as the main consideration. All of the respondents always search for detailed information about fabric and size. The last major part is reviews from previous customers. Before deciding to buy 5 from 6 respondents always consider and ask their relatives opinions about the clothes that they are going to buy, that could be advice or encouragement to buy. Thus, the presence or opinion of friends when shopping is very influential.

- The customer map journey

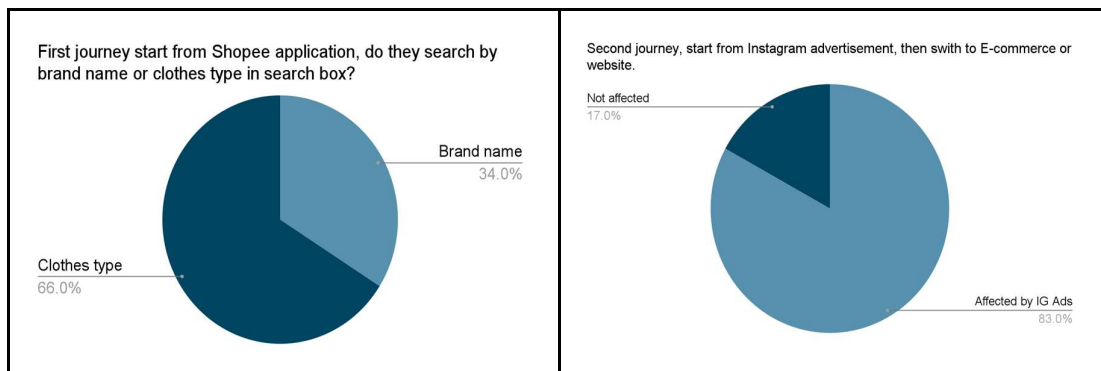


Figure 3.2 Consumer Journey Map

(Source: In-depth Interview)

Based on the in-depth interview there are 2 types of customer map journeys, the first one directly to e-commerce Shopee or Zalora and second starting from instagram advertisement or the online shop instagram page then switches to the online shop Shopee, Tokopedia and brand official website.

All of the respondents are Shopee users because the application is user friendly, affordable price, and the various product availability. Besides that 30% of Shopee users are also Zalora users. 66% from Shopee users directly type the clothes design in the search box then search randomly based on the best seller shop/product or the best review from previous customers and the remaining 34% respondents search by brand name because they don't want to search clothes randomly in Shopee because they are afraid to buy bad quality products. They shop carefully based on brand name or recommendation shops from their relatives.

There are also 83% of respondents who start from Instagram ads or online shop Instagram page then directly to Shopee, Tokopedia and brand official website. All of the respondents agreed that photos or videos containing the model/people who wear the cloth are so triggering to explore more about the product.



- Top of mind and positioning map

The in-depth interview resulted in only 50% of respondents having their favorite brand name and the rest respondents only clothes randomly in Shopee or Zalora based on the best seller shop/product or the best review from previous customers.

Overall their impressions of Imanee products are great. They like timeless, simple, classic and elegant design, neutral colors, can be used continuously and will not be outdated. But only 1 respondent said Imanee clothes for formal wear not casual wear. Imanee as a new brand, the respondents said haven't seen the differentiation factor in Imanee's product, they hoped Imanee could have a special factor as branding part of Imanee.

- Promotion

Based on in-depth interview results, all of the respondents said that shopping does not depend on promotions but promos can make them shop and it depends on whether the product is attractive or not. The most attractive promotion is a discount. They usually find the discount information at brand instagram page, instagram ads or the shopee pop up ads.

Another form promotion is endorsement or influencer review. 50% of respondents said they believe the honest review from selected influencers and use their review or endorsement as consideration in purchasing decisions. They said usually, if the store is not well known and they have never bought one, usually celebrity reviews are very influential and also when I need something and can't find it on shopee, I can look for reviews from influencers.

Instagram ads also have a big role to trigger the customer. 83% of respondents said Instagram ads appear repeatedly triggering respondents to explore the product more deeply and buy the advertised product.

- Price

According to in-depth interview, product price is always an important consideration. Generally respondent price range in buying clothes is IDR 200,000 - 500,000 for casual dress. Then respondents saw the Imanee product catalog and generally respondents said IDR 200,000 - 500,000 for Imanee latest collections, this price is moderate, not expensive. Only one respondent said it was a little bit expensive because the top of the dress is shirt material. Mostly the respondent always compares price from the others sources and also compares the clothes design, fabric and service.

Point 3

Thus, based on this result, the highest preferred platform for shopping clothes online is Shopee (mentioned by all respondents). Based on research by Snapcart, Shopee is top of mind and most preferred online e-commerce for women, including women aged 19-24 (72%) 25-30 (69%) and 31-35 (63%) (Husaini, 2020). In addition, according to in-depth interviews, Shopee was selected as the most popular e-commerce site to find information about products, as well as the most popular channel for getting information on new fashion trends. Hence, Imanee will continue to maintain Shopee as its main e-commerce since Shopee is always mentioned by respondents as their main e-commerce to search for clothes.

Based on the interview result, only these two social media platforms that they mentioned. Instagram became the highest preferred and top-of-mind platform to know local clothing brands. From the first time launch in March 2021 Imanee is already active and uses Instagram as their main platform as product showcase and communication media, this is already in line with the result of this study. But in relation to the number of followers, there isn't significant follower increase, this will be formulated strategically later on.

Based on in-depth interview results, all of the respondents said that shopping does not depend on promotions but promos can make them shop and it depends on whether the product is attractive or not. The most attractive promotion is a discount. They usually find the discount information at brand instagram page, instagram ads or the shopee pop up ads.

Another form promotion is endorsement or influencer review. 50% of respondents said they believe the honest review from selected influencers and use their review or endorsement as consideration in purchasing decisions. They said usually, if the store is not well known and they have never bought one, usually celebrity reviews are very influential and also when I need something and can't find it on shopee, I can look for reviews from influencers.

Instagram ads also have a big role to trigger the customer. 83% of respondents said Instagram ads appear repeatedly triggering respondents to explore the product more deeply and buy the advertised product.

## **CONCLUSION**

In accordance with Porter five forces analysis, the result mentioned the condition of Imanee business in fierce competition. Since so many new entrants make this market become a red ocean, because the new entrants mostly come in with similar products without differentiation or unique selling point. But also the market condition is not really condusif for new entrants, cause the intense competition and also the easynes to new entrants, make the threat of new entrants and rivalry among existing competitors are relatively high.

## **Segmenting, Targeting and Positioning**

In conclusion, based on in-depth interviews, Imanee's segmentation, targeting and positioning are clearly defined, but can be changed during the course of a business trip. However, the results of the analysis of this study indicate that the segmentation of Imanee women aged 18-30 years who live in big cities who have the ability to connect to the internet, with a minimum education of high school graduates with an average monthly budget of at least Rp. 500,000 to buy clothes.

Therefore, based on interviews and surveys, customer personas can be developed into three profiles. The first Larisa the Feminin fashion style, which represents a group of customers who love to wear dresses in their daily activities, follow current fashion styles, and have a monthly clothing budget of around IDR 500,000. The second persona is Dinda, an impressive student who presents students who like to follow trends and have a monthly clothing budget of IDR 250,000 - 500,000. The last persona is Dwihanda, a stylish young mother who represents other young mothers who like to wear dresses in their daily activities, and use fashion as a place to express their feelings and monthly budget IDR 500.000

The positioning of Imanee of Imanee as timeless, classic, elegant and simple clothing line. This positioning map based on in-depth interview result as respondents mentioned that Imanee has good quality fabric with affordable price. Since Imanee defines this positioning, Imanee will compete with other competitors in terms of increased capabilities in fabric quality. Since based on in-depth interview Imanee haven't differentiation factor, the respondents mentioned that the Imanee's dress fit the extra small body so that they don't have to readjust the dress. Imanee might not realize this great point to resolve the problem of Indonesian women who have extra small size, but also there is increasing demand for big sizes. Thus instead of only focusing on small size Imanee would expand to big size. With this point, Imanee could be created as the base of the Imanee campaign about body positivity's campaign. Through this campaign, Imanee would launch a new product with size from XS to XXL, thereby shifting Imanee's brand image which is not only as clothes for women with small bodies but also for women with plus sizes.

#### Marketing Mix 4P (Product, Price, Place and Promotion)

##### - Product

After going through the in-depth interview stage, Imanee's products have been assessed as good and meet the buyer's satisfaction in terms of design, materials and colors. However, some respondents gave suggestions for Imanee to follow the existing clothing trends, then to be more casual in the design of her clothes and to increase the size of large clothes.

So after being considered, Imanee plans to add new clothing models that are more casual and follow the trend but still in the corridor of timeless, classic, elegance and simple. In response to the 33,3% respondent about large clothing sizes, Imanee has indeed planned to issue a large size for the next collection, which will be accompanied by a body positivity campaign, because Imanee will try to meet the needs of women's clothing in small to the largest sizes.

##### - Price

Based on in-depth interviews, the price of the 83.3% imanee dresses really met their expectations, neither cheap nor expensive. Even though the price is a little above their budget per piece of clothing, it doesn't matter because the design and materials match the price.

##### - Place

Based on in-depth interviews, Shopee is the top of mind e-commerce mentioned by every respondent. Hence, Imanee will continue to maintain Shopee as The Imanee main e-commerce.

Also mentioned by all of the respondents, Instagram is categorized as the top of mind e-commerce. Instagram is also as a starting point to start a purchasing journey. Imanee is already active and uses Instagram as their main platform as product showcase and communication media, this is already in line with the result of this study.

The second tier followed by Tiktok, a short video platform. Based on in-depth interview, there is 33,3% of respondents use tikotk as their purchasing journey starting point. Supported by Katadata.co.id as of June 2020, Fashion content is included in the category of 10 most watched favorite videos or 17.5 million times. Thus, this could be a channel for Imanee to start experimenting and create presence to gain awareness from potential customers.

##### - Promotion

Based on in-depth interviews, respondents saw promotions on Shopee, Instagram and Tiktok. These platforms make top 3 great combinations to make great promotions. Based on customer behavior in-depth interview results, they can start shopping based on promotions activities such as advertisements on Shopee or Instagram. 83% respondent said that their purchasing triggered by advertisements that appear repeatedly but also supporting the content of advertisements should be proper content such as a show of a woman wearing the clothes. Also promotion in the form of styling sessions, product detail or educational content is counted as high preferred content.

Another form of promotion is endorsement or influencer review. 50% of respondents said they believe the honest review from selected influencers and use their review or endorsement as consideration in purchasing decisions. They mentioned that they usually, if the store is not well known and they have never bought one, usually celebrity reviews are very influential and also when I need something and can't find it on shopee, I can look for reviews from influencers.

### **LIMITATION & FURTHER RESEARCH**

This research aims to find out the current business condition in terms of obtaining a digital marketing and retention strategy. To overcome this issue, the researcher analyzes internal and external data. The limitations of this research are listed below.

1. This study will focus on formulating the appropriate marketing strategy for Imanee, the casual dress clothing line, thus it does not consider financial, human resource, and operation aspects.
2. The analysis conducted in this study is conducted through desk research with secondary data collection from online.
3. The in-depth interview was conducted online during COVID-19 situation with all its limitations.

### **REFERENCES**

- Aprillia, Z. Z. (2020). Rancangan Sistem Informasi Penilaian Kinerja Koordinator Proyek PT Atrium Propugnatorum Teknika. *Jurnal Administrasi Bisnis*, 16 (1). pp.86–102.
- Chairunisa, R., & Irawan, F. (2020). Analisis Nilai Entitas Setelah Penerapan Financial Technology oleh PT Bank Negara Indonesia (Persero) Tbk. Keberlanjutan. *Jurnal Manajemen Dan Jurnal Akuntansi*, 5 (2). pp. 105–116.
- Coman A., & Ronen, B. (2009). Focused SWOT: Diagnosing critical strengths and weaknesses. *International Journal of Production Research*, 47 (20). pp. 5677–5689.
- Coviello, N. Milley, R. & Marcolin, B. (2001). Understanding it-enable interactivity in contemporary marketing. *Journal of Interactive Marketing*, Vol. 15 No. 4, P. 18- 33.
- Fiorenita, F., & Dwianika, A. (2021). Penerapan Five Porter Analysis pada Efektifitas Kelangsungan Usaha Pelaku UKM (Studi Kasus UD Rey Collection). *Jurnal Sains Manajemen & Akuntansi (JSMA)*, 13 (1). pp. 37–47.
- Kotler, P., & Keller, K.L. (2016). *Marketing Management* (15 ed.). Harlow, England: Pearson
- Limantoro, L. V, & Mustamu, R. H. (2018). Analisis Strategi Bersaing Pada Perusahaan Jasa Kebersihan. *Agora*, 6 (2). pp. 1–7.
- Rangkuti, F. 2006. *SWOT ANALYSIS: Techniques for Dissecting a Business Case*. Jakarta: PT Gramedia Pustaka Utama.
- Rothaermel, F. T. (2017). *Strategic Management* (3 ed.). New York: McGraw-Hill Education.
- Saunders, Mark & Townsend, Keith. (2016). Reporting and Justifying the Number of Interview Participants in Organization and Workplace Research. *British Journal of Management*. 00. 10.1111/1467-8551.12182.
- Shimp, T. A. (2014). *Komunikasi pemasaran terpadu dalam periklanan dan promosi*. Jakarta: Salembat Empat.
- Smuts, Hanlie & Van der Merwe, Alta. (2020). Data Collection in an Information Systems Design Science Research (DSR) Project.
- Steenburgh, Thomas J., and Jill Avery. "Marketing Analysis Toolkit: Situation Analysis." Harvard Business School Background Note 510-079, February 2010.
- Zikmund, William, G. and Jon C. Carr. *Business Research Methods*. Available from: VitalSource Bookshelf, (9th Edition). Cengage Learning US, 2012.