

# Designing a Promotion Strategy to Increase Online Sales

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## ABSTRACT

This study aims to analyze the digital promotional strategies implemented by Batik Hafiyhan to address the significant revenue decline caused by the COVID-19 pandemic, which led to an 80% decrease in sales in 2020. In response, Batik Hafiyhan established online sales channels on platforms like Shopee, Tokopedia, Lazada, and WhatsApp. Using a qualitative research method, the study focuses on Shopee, a prominent marketplace in Indonesia with a predominantly female and fashion-oriented customer base, aligning with Batik Hafiyhan's business model. Data analysis incorporates internal and external analyses, Porter's Five Forces, SWOT matrix, and Business Model Canvas to assess value proposition and feasibility. The findings highlight the effectiveness of strategies like product discounts, Flash Sales, and targeted advertising in boosting visibility and customer engagement. The study provides practical implications for SMEs navigating e-commerce transitions, offering actionable insights into leveraging digital marketplaces for sustainable business growth amidst global challenges.

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi promosi digital yang diterapkan oleh Batik Hafiyhan dalam menghadapi penurunan pendapatan signifikan akibat pandemi COVID-19, yang menyebabkan penurunan omzet hingga 80% pada tahun 2020. Sebagai respons, Batik Hafiyhan membangun saluran penjualan daring melalui platform seperti Shopee, Tokopedia, Lazada, dan WhatsApp. Penelitian ini menggunakan metode penelitian kualitatif dengan fokus pada Shopee, salah satu marketplace terbesar di Indonesia dengan segmen pasar dominan perempuan dan berorientasi pada produk fashion, yang sesuai dengan model bisnis Batik Hafiyhan. Analisis data mencakup analisis internal dan eksternal, Analisis Lima Kekuatan Porter, matriks SWOT, serta Business Model Canvas untuk mengevaluasi proposisi nilai dan kelayakan bisnis. Hasil penelitian menunjukkan efektivitas strategi seperti diskon produk, Flash Sale, dan iklan terarah dalam meningkatkan visibilitas dan keterlibatan pelanggan. Penelitian ini memberikan implikasi praktis bagi UMKM dalam memanfaatkan marketplace digital untuk pertumbuhan bisnis yang berkelanjutan di tengah tantangan global.



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## INTRODUCTION

The Trusmi Batik Area in Cirebon has long been recognized as an iconic center for batik production and trade in Indonesia. According to the Paguyuban Pengusaha dan Perajin Batik Cirebon (P3BC), more than 102 batik shops are located in Trusmi Village and its surrounding areas. The name "Trusmi" originates from the village that houses the majority of batik artisans. The area spans three districts – Weru, Plered, and Tengah Tani – covering a total area of 15.441 km<sup>2</sup>. Batik production in this region dates back to the 14th century, introduced by Ki Buyut Trusmi, a follower of Sunan Gunung Jati. By 2018, the region had become home to 593 batik enterprises employing over 4,628 workers, with products reaching national and international markets (Rosidin & Syafaah, 2016). However, the business dynamics in the Trusmi Batik Area faced significant challenges with the onset of the COVID-19 pandemic in early 2020. The virus's global spread compelled governments to enforce various restrictions, including large-scale social distancing (PSBB), road closures, and activity limitations. These measures caused a drastic decline in visitors to the Trusmi Batik Area, resulting in decreased demand for batik products.

This decline affected batik artisans, business owners, and the supply chain and distribution networks closely tied to the industry. Many showrooms were forced to close for several months, and employees had to accept pay cuts of up to 50% due to reduced economic activity.

The pandemic disrupted production and sales activities and triggered a significant shift in consumer behavior. Consumers began reducing the frequency of in-person shopping and transitioned to online platforms or e-commerce to meet their needs. The decline in household income during the pandemic, which ranged from 30% to 70%, according to Kurniasih (2020), led consumers to become more cautious in spending. Abdullah & Suliyanthini (2021) noted that many consumers chose to save money and adopt more frugal shopping habits, focusing primarily on online platforms that offered convenience and flexibility. In response to these changes, many businesses attempted to adapt by increasing their online presence, offering discounts, and implementing attractive promotional strategies to maintain competitiveness. However, not all businesses could withstand the decline in sales and rising operational costs. This situation highlights the urgent need for Hafiyan Batik Shop, a business within the Trusmi Area, to design a more innovative and relevant promotion strategy that aligns with the shifting consumer behavior. Such a strategy is expected to help increase online sales while preserving the traditional identity of batik as part of Indonesia's cultural heritage.

Online promotion strategies have significantly influenced consumer behavior and increased. Research by Liu et al. (2023) shows that pop-up promotions can effectively boost online sales, although their effectiveness depends on the strategies employed. Moreover, Zhu et al. (2024) found that consumer purchasing patterns during promotional periods can take various forms, such as U-shaped, inverted U-shaped, or monotonic trends, depending on the product type and promotion duration. This underscores the importance of understanding product contexts and consumer behavior when designing effective promotions. Pricing and timing decisions also play a critical role in influencing consumer behavior and company profitability. Du et al. (2023) highlighted that the effectiveness of promotions can vary between retailer-owned and platform-based channels, with factors such as commission rates and subsidies being key determinants. Furthermore, Huang & Zhao (2023) demonstrated that uncertain promotions can create consumer inertia, where consumers who miss attractive offers are less likely to engage with subsequent, less appealing ones. Understanding these dynamics provides strategic insights for Hafiyan Batik Shop to develop promotions that resonate with online consumer needs.

Recent studies have also explored tools and methods to enhance the effectiveness of online promotions. Zhang et al. (2022) introduced PromotionLens, a visual analytics tool that helps e-commerce merchants analyze and optimize their promotional strategies. Liu et al. (2023) also highlighted the role of pop-up stores in boosting online sales, particularly when combined with price promotions, premium promotions, and paid searches. In a cultural context, Prados-Peña et al. (2022) found that social media giveaways were more effective than discounts in building brand equity, except for consumers susceptible to promotions. However, the effectiveness of online promotion strategies cannot always be applied uniformly. For instance, time-scarcity promotions that work well in physical stores may not yield similar results online. Hmurovic et al. (2023) argued that such promotions require exogenous retailer justification and should be scheduled closer to expiration to enhance their appeal. Additionally, Majid & Laroche (2019) noted that promotions spread by users on social media are often more effective than company-created advertisements, especially for consumers skeptical of traditional ads. Recent research

has provided in-depth insights into the effectiveness of online promotion strategies in influencing consumer behavior and boosting sales. For instance, Liu et al. (2023) and Du et al. (2024) examined factors such as pop-up promotions, pricing strategies, and promotion duration in large-scale e-commerce contexts. Zhu et al. (2024) highlighted consumer purchasing patterns during promotions, while Huang and Zhao (2023) explored the effects of uncertain promotions on consumer inertia. These studies provide a solid theoretical foundation for developing online promotion strategies, yet they primarily focus on homogeneous markets and large enterprises with extensive resources. For small businesses like Hafiyan Batik Shop, these studies need to address the unique challenges culturally driven local businesses face fully. Empirically, previous research has often emphasized the technical aspects of promotions, such as visual analytics tools (Zhang et al., 2022) and the influence of various promotion types on online channels (Prados-Peña et al., 2022; Hmurovic et al., 2022). However, there is a lack of exploration regarding how online promotions can be tailored to cultural heritage products like batik. Additionally, the dynamics of consumer behavior in niche markets like Trusmi, where products carry deep cultural significance, have been insufficiently studied. This is particularly critical as culturally driven products face challenges distinct from those of generic commodity products.

This study addresses the urgent need for effective and relevant online promotion strategies for culturally based small businesses, particularly Hafiyan Batik Shop, to adapt to shifting consumption patterns in the post-pandemic era. The novelty of this research lies in its approach to integrating modern digital strategies with the rich cultural values of batik. This topic still needs to be explored in the literature on online promotions. Recent studies, such as those by Liu et al. (2023) and Du et al. (2024), have provided valuable insights into promotion strategies. However, they predominantly focus on large-scale e-commerce contexts without considering the unique characteristics of small businesses with cultural products. This research also offers a more contextualized approach to the dynamics of niche markets. Focusing on the Trusmi Batik Area, this study develops promotion strategies that balance traditional and modern elements. This is vital as batik products hold economic value and carry historical and cultural dimensions that need preservation. The main objective of this study is to design promotion strategies that can enhance the online sales of Hafiyan Batik Shop while maintaining the cultural identity of its products. Furthermore, this research aims to provide practical guidance for other small businesses in Trusmi to adapt to changes in consumer behavior, particularly in an increasingly digitalized era. Thus, this study is expected to significantly contribute to the academic discourse on online promotions and the preservation of local culture through strengthening the creative economy sector.

### *Marketing*

Marketing plays a pivotal role in determining the success of a business. According to the American Marketing Association (AMA), as cited in Marketing Management by Kotler and Keller (2008), marketing is defined as a societal process through which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others. Marketing is not merely an economic transaction; it also involves a social relationship between sellers and buyers to meet their needs. Kotler and Keller elaborate that ten entities can be marketed: goods, services, events, experiences, people, places, properties, organizations, information, and ideas. This indicates the extensive scope of marketing,

encompassing both material and non-material aspects of consumer needs. A business can succeed with a practical and well-planned marketing strategy. A strong marketing strategy enables companies to sell products or services and create added value for customers. Beyond focusing on product quality, the ability to execute precise promotional strategies can accelerate the achievement of company goals. Without a targeted marketing plan, even a high-quality product may fail to gain consumer recognition. As Kotler and Keller (2008) emphasize, marketing is fulfilling, creating, offering, and exchanging products with others to achieve corporate objectives. With practical marketing efforts, potential audiences may be aware of the existence of a product or service, leading them to choose familiar alternatives, even if the new product offers better value or benefits.

Another perspective on marketing is offered by Budiarto (2017), who describes marketing as creating, communicating, and delivering value to customers while managing beneficial relationships for both the company and its customers. In this view, marketing extends beyond selling and emphasizes building long-term, sustainable relationships between businesses and their clients. This process involves planning and executing concepts that include pricing, promotion, and the distribution of goods or services to create exchanges that satisfy the needs of individuals or organizations. Furthermore, Kasmir (2003:17) states that the most effective marketing strategies are those based on a societal approach. This concept prioritizes identifying target markets' needs, wants, and interests and delivering expected satisfaction more effectively and efficiently than competitors. Societal marketing strategies focus on creating a balance between the interests of consumers and society as a whole. Thus, societal marketing strategies ensure business sustainability and contribute positively to consumer and societal welfare. Based on these various definitions, marketing can be summarized as a complex and dynamic process. It involves more than just selling products to consumers; it also requires careful planning, appropriate pricing, and the efficient distribution of goods or services. Marketing encompasses efforts to understand the needs, wants, and satisfaction expected by buyers. Additionally, marketing aims to build mutually beneficial relationships between sellers and buyers, ensuring the sustainable achievement of business goals.

One of the critical aspects of marketing is promotion. Effective promotion aims not only to increase sales but also to build brand awareness and customer loyalty. In the modern era, promotion can be executed through various channels, both traditional and digital. Kotler and Keller (2008) emphasize that promotion is a crucial marketing element since products or services may be known to the target audience. Therefore, without it, an effective promotional strategy must consider market characteristics, consumer needs, and the competitive advantages of the product or service. Beyond promotion, marketing also involves customer relationship management, as Budiarto (2017) has highlighted. In this context, marketing should create perceived value for customers, whether in product quality, customer service, or the overall experience of interacting with the company. Building long-term customer relationships is a cornerstone of modern marketing, as satisfied customers remain loyal and become valuable brand advocates. Effective marketing strategies must also be flexible, adapting to changes in the business environment, technology, and consumer behavior. As Kasmir (2003:17) explains, effective marketing strategies involve understanding the needs and desires of target markets while offering solutions that outperform competitors. In the era of globalization and digitalization, understanding market trends and technological innovations has become

increasingly vital for maintaining competitiveness.

### *Promotion*

According to Fandi Tjiptono (2014), promotion is a form of marketing communication aimed at spreading information, influencing or persuading, and reminding the target market about the company and its products so that they are willing to accept, purchase, and remain loyal to the products offered by the company. Meanwhile, according to Laksana (George E. Belch, 2009), promotion is communication between the seller and the buyer derived from accurate information that aims to change the behavior and attitude of potential buyers, turning them into buyers and ensuring they remember the product. According to Assauri (2009), promotion is a company's effort to influence and persuade prospective buyers by utilizing all elements of marketing references. Based on the explanations from these experts, the researcher concludes that promotion is a series of activities to communicate with and invite the target market to purchase products while building loyal customers for those products.

Promotions transfer information about the company's products and services to the target audience by persuading, inviting, and influencing customers to buy the products. According to Fandi Tjiptono (2014), promotions aim to provide information, attract customer attention, and influence sales growth. The objectives of promotional activities can be detailed as follows:

- Informing about:
  - New products to the target audience
  - How to use a product
  - Changes in prices
  - How a product works
  - Services and facilities related to the product
  - Correcting misconceptions
  - Reducing buyer concerns and uncertainties
  - Building the company's image
- Persuading the target audience:
  - Creating brand preference
  - Switching preferences to another brand
  - Encouraging customers to make immediate purchases
  - Motivating customers to accept visits from sales personnel
- Reminding about:
  - Reminding customers that the product will be needed soon
  - Highlighting where the company's products are available
  - Ensuring that the company's product is the first in the customer's memory

Promotion is a critical component of a company's product sales process, serving as a strategic communication tool to inform, persuade, and remind the target market about the company's offerings. According to Adelia et al. (2024), effective promotional strategies are essential for creating product awareness and influencing purchasing decisions. Similarly, Allender & Richards (2012) emphasizes that promotion plays a pivotal role in differentiating products in a competitive marketplace and enhancing brand recognition and customer loyalty. Successful promotional efforts boost immediate sales and contribute to long-term brand loyalty.

Octavini et al. (2023) note that consistent and targeted promotions can embed a brand's image in consumers' minds, leading to repeat purchases and reduced customer attrition. Moreover, (Lion, 2024) highlights that promotions tailored to customer preferences can significantly enhance customer retention rates, making customers feel valued and understood.

In the digital era, the scope of promotion has expanded to include various online platforms, allowing companies to reach a broader audience. Bala & Verma (2018) discusses how digital promotions, through social media and email marketing, have become integral in engaging customers and driving sales. Furthermore, Tarabasz (2024) asserts that integrating digital channels into promotional strategies enables real-time customer feedback, facilitating more responsive and adaptive marketing approaches. However, the effectiveness of promotional activities depends on their alignment with the overall marketing strategy and understanding of the target market. McDaniel & Gates (2018) argues that promotions should be designed based on comprehensive market research to ensure they resonate with the intended audience.

### *Consumer Behavior in Online Shopping*

Consumer behavior in online shopping has become a pivotal area of study in digital marketing. It encompasses the processes by which individuals seek, evaluate, and decide to purchase products or services via online platforms (Jílková & Králová, 2021). This behavior diverges notably from traditional offline shopping, primarily due to the unique attributes of the digital environment. Key differentiators include the convenience of access, the transparency of information, and the flexibility in timing that online platforms offer (PwC, 2021). Consumers can browse and purchase products at any time and from any location, a significant advantage over the constraints of physical stores. Several factors influence consumer behavior in online shopping. The ease of access provided by advanced technology and widespread internet connectivity plays a crucial role. Consumers can effortlessly explore various products using their devices. Trust is another critical component; the security of transactions, customer reviews, and brand reputation collectively build consumer confidence in e-commerce platforms (Alldredge et al., 2022). Promotional activities significantly impact online purchasing decisions, including discounts, special offers, and cashback incentives. Moreover, the overall user experience—encompassing website or app design, navigation ease, and loading speed—substantially affects consumer satisfaction and loyalty (Roychowdhury et al., 2020).

The consumer decision-making process in online shopping involves several stages. Initially, consumers search for information, gathering details about desired products through reviews, price comparisons, and comprehensive product descriptions (Roychowdhury et al., 2020). This is followed by evaluating alternatives, where consumers compare different products or brands based on price, features, quality, and additional benefits. The purchase decision is then influenced by peer recommendations, brand reputation, and positive reviews (Alldredge et al., 2022). Post-purchase behavior is also critical; consumers may provide feedback, recommend products to others, or make repeat purchases if their experience is satisfactory, thereby fostering brand loyalty (Rane et al., 2023). Psychological and social factors significantly impact online consumer behavior. Social norms and recommendations from online communities, such as forums or social media, can sway purchasing decisions (Ozuem et al., 2021). Consumers often trust suggestions from credible individuals or groups. Emotional

responses also play a vital role; satisfaction with a product or service can lead to positive experiences that encourage repeat purchases, while dissatisfaction can deter future engagements. Personalization, driven by algorithms and machine learning, increasingly shapes consumer preferences (Roychowdhury et al., 2020). By analyzing consumer behavior data, online platforms can recommend products that align with individual needs and interests, creating a more personalized and relevant shopping experience.

Trends in online consumer behavior have evolved, especially during the COVID-19 pandemic. The pandemic accelerated the shift towards online shopping due to social distancing measures and changes in consumption patterns (Valaskova et al., 2021). Consumers who hesitated to shop online began adopting digital platforms to meet their needs. Additionally, generations such as millennials and digital natives are increasingly dominating the online shopping market, given their comfort and familiarity with technology (Dharmesti et al., 2021). There is also a growing preference for mobile commerce, with consumers favoring e-commerce apps over traditional websites, highlighting the importance of convenience and accessibility offered by mobile devices (Jílková & Králová, 2021). However, specific barriers affect online consumer behavior. Concerns about data privacy and transaction security remain significant challenges. Issues like identity theft or misuse of personal information can erode consumer trust in e-commerce platforms. Uncertainty regarding product quality, which can only be assessed through images and descriptions, often hinders purchasing decisions. Consumers may hesitate to buy products they cannot physically examine or try. Logistical challenges, including delivery delays, high shipping costs, and uncertainties about order status, can impact consumer satisfaction and reduce loyalty (Alldredge et al., 2022).

## RESEARCH METHODS

### *Research Type*

The research method used is qualitative, focusing on analyzing the promotion strategy that Hafiyani Batik will implement based on the products sold and the sales channels.

### *Data Sources*

1. **Primary Data:** Obtained by the researcher through Hafiyani Batik's internal data, such as sales data and ongoing promotional activities. Observations regarding product details, selling prices, and identifying potential customers likely to purchase Hafiyani Batik products.
2. **Secondary Data:** Gathered from online sources, books, journals, theses, dissertations, and previous relevant research.

### *Data Collection Techniques*

Data collection techniques include internal company data from the store owner and staff, field observations, and documentation studies referencing previous sales data. The collected data will be analyzed using the SWOT analysis method to identify strengths, weaknesses, opportunities, threats, and relevant qualitative analyses.

### *Data Analysis*

1. **SWOT Analysis:** Analyzing the company's strengths and weaknesses across various elements:

- Strengths: Strategic location, high-quality products, and a wide variety of product options.
  - Weaknesses: Dependence on store visits and suboptimal digital marketing efforts.
  - Opportunities: Growth in e-commerce users in Indonesia.
  - Threats: Competition on digital platforms and shifting consumer preferences toward modern batik designs.
2. **Business Model Canvas (BMC) Analysis:** The BMC approach is used to map essential elements of Hafiyan Batik's business:
- Customer Segments: Professionals, government institutions, and middle-to-upper-class individuals.
  - Value Propositions: High-quality batik with traditional and modern designs that reflect Cirebon's culture.
  - Channels: Physical store in Trusmi Village and online sales through marketplaces and social media.
  - Customer Relationships: Engaging interactions through digital platforms such as social media and e-commerce.
  - Revenue Streams: Revenue comes from selling batik products, including fabric, ready-to-wear clothing, and accessories.
  - Key Resources: Experienced production and marketing teams and digital infrastructure.
  - Key Activities: Batik production, promotional content management, and online sales optimization.
  - Key Partnerships: Collaborations with marketplace platforms and raw material suppliers.
  - Cost Structure: Focus on production costs, promotions, and digital infrastructure development.

## RESULTS AND DISCUSSION

### *Result*

#### *Promotion Strategy of Hafiyan Batik*

Batik Hafiyan is a prominent batik shopping destination located in the batik tourism area of Trusmi Village, Cirebon. Established in 2004, Batik Hafiyan has built its reputation as a trusted offline retailer, serving a wide range of customers with high-quality batik products. The physical store is strategically located at Jalan Syekh Datul Kahfi No.187A, Trusmi Kulon, Plered, Cirebon, an area well-known for its rich batik heritage. Over the years, the store has become a favorite destination for locals and tourists seeking authentic batik designs. The onset of the COVID-19 pandemic in 2020 brought significant challenges to Batik Hafiyan's business operations. With the implementation of social distancing measures and restrictions on movement, the offline store experienced an 80% decline in revenue during the initial months of the pandemic. This sharp decline prompted the company to explore alternative sales channels to sustain its business. Recognizing the growing importance of digital platforms, Batik Hafiyan quickly pivoted to online sales by leveraging popular e-commerce marketplaces. This strategic shift allowed the business to continue serving its customers during unprecedented disruption.



Over the past four years, Batik Hafiyhan has successfully developed its online sales channels, achieving monthly revenue ranging from Rp. 30,000,000 to Rp. 45,000,000. The product prices range between Rp. 145,000 and Rp. 475,000 per item, catering to a wide audience with varying budgets. The business operates on major Indonesian marketplaces, including Shopee, Tokopedia, Lazada, and TikTok Shop. These platforms have significantly expanded Batik Hafiyhan's reach, enabling it to tap into new customer segments nationwide. Additionally, the business has integrated WhatsApp as a critical communication and sales channel, allowing personalized customer interactions and facilitating seamless order placements. Batik Hafiyhan's ability to adapt to the digital marketplace has been instrumental in mitigating the impact of the pandemic and ensuring business continuity. By maintaining an active presence on both online and offline platforms, the company has not only preserved its customer base but also gained new customers through effective promotional strategies and consistent engagement across multiple sales channels.

#### *Product Discount*

The product discount strategy is crucial in attracting new customers while maintaining loyalty among existing ones. This strategy involves offering price reductions on select products, making them more appealing to a broader audience. At Batik Hafiyhan, discounts are strategically applied to popular items such as kain batik Mega Mendung, ready-to-wear clothing, and other in-demand batik products. The discounts typically range from 10% to 30%, depending on the occasion, and are offered during specific times such as weekends, public holidays, and "twin dates" (e.g., 9/9, 10/10) that align with peak shopping seasons. The primary goal of the product discount strategy is to stimulate consumer interest and drive purchase decisions by offering competitive prices. By making its products more accessible through discounts, Batik Hafiyhan ensures its offerings remain attractive in a highly competitive market. Moreover, this strategy effectively clears older inventory, makes room for new product collections, and reduces storage costs.

Implementing discounts during crucial shopping periods, such as public holidays and festive seasons, has been particularly effective. These occasions often increase consumer spending, making them ideal for promotional campaigns. Additionally, the focus on twin dates has tapped into the growing trend of e-commerce sales surges during these periods, further enhancing Batik Hafiyhan's online visibility and sales performance. By applying this strategy, Batik Hafiyhan boosts its revenue streams and strengthens its customer relationships by demonstrating a commitment to affordability and value. This targeted use of discounts underscores the company's dedication to customer satisfaction while ensuring sustainable growth in a competitive market.

#### *Flash Sale*

Flash sales are one of the most effective promotional strategies implemented in Batik Hafiyhan's Shopee store. This approach involves offering significant discounts on select products for a limited time, creating a sense of urgency among customers to make immediate purchases. The primary goal of this strategy is to motivate customers to proceed with checkout quickly before the promotional period ends. The flash sale strategy drives immediate sales and generates excitement and curiosity among potential customers about the special offers available during the designated time frame. Flash sales have proven to be a powerful tool in capturing the

attention of both existing and potential customers. By leveraging this approach, Batik Hafiyan can capitalize on consumer tendencies to respond to time-sensitive deals. The sense of exclusivity associated with flash sales often motivates buyers to act promptly, minimizing hesitation and increasing conversion rates. This strategy is particularly effective on platforms like Shopee, where customers are accustomed to seeking out and taking advantage of time-limited promotions.

For Batik Hafiyan, flash sales are prominently displayed on the store's page within the Shopee app and website, ensuring visibility and accessibility for all customers. The store enhances its reach by promoting flash sales through banners and notifications and encourages higher traffic to its online platform. The result is increased sales during the promotional period and enhanced engagement and customer retention. This time-sensitive promotion strategy also allows Batik Hafiyan to manage inventory efficiently, offering discounts on specific products to clear out stock while maintaining profitability.

### *Shop Voucher*

Shop vouchers are one of the most effective promotional strategies offered for free on Shopee, and Batik Hafiyan has successfully utilized this feature to attract and engage potential customers. Prominently displayed on the store's main Shopee page, buyers can easily claim these vouchers, offering immediate value and increasing customer interaction. Batik Hafiyan incentivizes purchases and strengthens its presence in the competitive e-commerce marketplace by creating various vouchers. Among the available options, Follower Voucher and Product Voucher stand out as two impactful strategies for boosting sales and engagement.

#### 1. Voucher Follower

The Follower Voucher is designed to motivate potential buyers to follow Batik Hafiyan's Shopee account. This strategy aims to increase the store's follower count, a critical metric in building trust and credibility among Shopee users. A higher number of followers enhances the store's reputation and ensures that promotional updates, new product launches, and exclusive deals reach a broader audience. By incentivizing users with attractive discounts upon following the store, Batik Hafiyan creates a long-term connection with its customers, encouraging repeat visits and fostering loyalty. This approach helps the store stay visible in a crowded market while simultaneously driving traffic to its Shopee page.

#### 2. Voucher Produk

The Product Voucher focuses on providing discounts for specific items or the entire product range. Batik Hafiyan uses this voucher type to promote selected products, such as batik fabrics or ready-to-wear clothing, offering compelling discounts to attract buyers. Customers are encouraged to shop more to meet the minimum purchase requirement associated with these vouchers, increasing the transaction value and promoting additional product exploration. Batik Hafiyan highlights popular or high-margin products by targeting specific items with Product Vouchers, boosting their sales, and maintaining inventory flow. This voucher type is particularly effective during unique campaigns or shopping events on Shopee, where competitive pricing is vital in capturing buyer attention.

### *Product Advertisement*

Product advertisement offers significant advantages for enhancing a product's visibility on e-commerce platforms. One of the key benefits is its ability to position products at the top of search results, making them more accessible to buyers searching for items with relevant keywords. This increased visibility helps attract potential customers seeking products within a similar category, thereby driving traffic to the store's product pages. For instance, Batik Hafiyan leverages product advertisement features on platforms like Shopee to ensure its batik fabrics and ready-to-wear clothing appear prominently when users search for terms such as "batik Mega Mendung" or "traditional Cirebon batik." Another advantage of product advertisement is its flexibility in managing advertising costs. Sellers can set their advertising budgets based on available resources, ensuring that promotional activities remain cost-effective. For example, Batik Hafiyan can allocate a specific budget to advertise its products during peak shopping seasons, such as year-end sales or "twin date" campaigns (e.g., 11/11, 12/12), optimizing its return on investment while reaching a larger audience.

### *Analysis of Results*

The research findings demonstrate that the digital promotion strategies implemented by Batik Hafiyan have significantly enhanced sales by optimizing e-commerce platforms, particularly Shopee. The strategic approaches employed include product discounts, Flash Sale programs, Shop Vouchers, and paid advertisements through Shopee Ads. Each of these strategies has contributed uniquely to increasing consumer interest and driving sales growth, confirming the effectiveness of digital marketing in today's highly competitive online marketplace. Product discounts and Flash Sale programs have proven highly effective in attracting customers by offering competitive prices and creating a sense of urgency to shop. The discounts, ranging from 10% to 30%, on popular items such as kain batik Mega Mendung and ready-to-wear batik clothing appeal to price-sensitive consumers and encourage immediate purchases. Flash Sale events further capitalize on this urgency, leveraging limited-time offers to create excitement and motivate quick decision-making among buyers. Together, these strategies have helped Batik Hafiyan maintain a steady flow of transactions and optimize inventory turnover.

The Shop Voucher program has had the same impact on Batik Hafiyan's online presence. By offering vouchers designed for new followers, the store has increased its follower count by 15%, further solidifying its credibility and reach on Shopee. The increased follower base not only boosts the visibility of Batik Hafiyan's product offerings but also creates opportunities for long-term customer engagement. This strategy highlights the importance of integrating customer retention efforts into digital promotion campaigns, ensuring a sustainable increase in sales over time. Paid advertisements through Shopee Ads have also played a pivotal role in targeting new customers. The ability to tailor advertisements based on keywords and consumer behavior ensures that promotional efforts are directed at the most relevant audience segments. For Batik Hafiyan, the return on ad spend (ROAS) achieved through Shopee Ads is an impressive 4:1, indicating high efficiency and effectiveness in driving sales. This metric underscores the potential of paid advertisements to generate measurable outcomes and contribute to overall business growth.

Beyond the tactical execution of these promotional strategies, the SWOT analysis results provide valuable insights into Batik Hafiyan's market positioning. One of the store's key strengths lies in its strategic location in the batik tourism area of Trusmi, a region renowned for its cultural heritage and high foot traffic from local and international visitors. This advantageous location, combined with the superior quality of its products, gives Batik Hafiyan a competitive edge in attracting a loyal customer base. The store's reputation for offering authentic and well-crafted batik designs further enhances its appeal, making it a preferred choice for discerning customers. The SWOT analysis also highlights significant opportunities for growth, particularly with the rapid increase in e-commerce adoption in Indonesia. As more consumers shift towards online shopping, Batik Hafiyan is well-positioned to capitalize on this trend by continuously refining its digital strategies and expanding its online footprint. Platforms like Shopee, Tokopedia, and Lazada provide an ideal ecosystem for the store to reach new customer segments and sustain its sales momentum. However, the analysis also identifies key challenges, including intense competition on digital platforms and evolving consumer preferences towards modern batik designs. These challenges necessitate a proactive approach to innovation and differentiation, ensuring Batik Haiyan remains relevant and competitive in the fast-changing online marketplace.

## CONCLUSION

This study aimed to design a digital promotion strategy to increase sales at Batik Hafiyan, a business significantly affected by the COVID-19 pandemic, which resulted in an 80% decrease in revenue. By adapting to shifting consumer behavior through digital transformation, the research demonstrated the effectiveness of leveraging e-commerce platforms to maintain and grow business operations. Utilizing SWOT analysis and the Business Model Canvas, the findings identified Batik Hafiyan's key strengths, including high-quality products and a strategic location in Trusmi Batik tourism village. Additionally, the growing adoption of e-commerce in Indonesia emerged as a critical opportunity. Implementing digital promotional strategies, such as product discounts, Flash Sales, Shop Vouchers, and Shopee Ads, successfully attracted new customers, increased customer loyalty, and expanded market reach. This study provides a comprehensive framework for improving sales performance in an increasingly digital market landscape.

The value of this research lies in its contribution to academic literature and practical applications. It highlights the originality of integrating traditional business practices with modern digital strategies, particularly for businesses rooted in cultural heritage like Batik Hafiyan. Practically, the study underscores the necessity of a tailored digital marketing approach, focusing on customer-centric strategies to enhance visibility and drive sales. The managerial implications emphasize the importance of adopting data-driven decision-making, effective allocation of promotional budgets, and continuous engagement with online consumers. These findings are a roadmap for Batik Hafiyan and a guide for other small and medium enterprises (SMEs) navigating the complexities of digital marketplaces. By aligning promotional efforts with market trends and consumer preferences, businesses can achieve sustainable growth while preserving their unique identities.

However, this study has certain limitations. The analysis primarily focuses on one business, Batik Hafiyan, and its operations on a specific platform, Shopee, which may not

comprehensively represent other businesses or platforms. The study did not explore the long-term impacts of digital promotions or customer retention beyond the immediate outcomes. Future research could address these gaps by examining diverse industries, comparing the effectiveness of digital strategies across multiple marketplaces, and studying the sustainability of digital transformation over time. Researchers are encouraged to explore integrating emerging technologies, such as artificial intelligence and machine learning, into digital marketing strategies. These advancements could provide deeper insights into consumer behavior and further optimize promotional efforts. Moreover, studies on how traditional businesses balance digital transformation with preserving cultural heritage could offer valuable contributions to academic and practical discourses.

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