Analysis of Consumer Perception Regarding Wardani Collection's Digital Marketing Content in the Bestee Program

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Abstract

Research aim: *To analyze customers' perception of Wardani Collection's digital marketing content on Instagram @pasardaya.*
Design/Method/Approach: *Qualitative study using in-depth interviews to explore perceptions of digital marketing.*
Research Finding: *Interviews revealed despite using social media, Wardani Collection did not have an increase in sales.*
Theoretical contribution/Originality: *To increase the understanding of consumer perception on digital marketing on social media.*
Practitionel/Policy implication: *Improving content quality, exploring diverse networks, and to consider the existence of online marketplace. Policymakers could use the findings of this study to better push digital literacy on the SMEs Community.*
Research limitation: *short time span, limited resources, and a small data pool highlight the need for more extensive, longitudinal research.*
Keywords: Digital marketing, Instagram, SMEs, social media, consumer perception.

1. Introduction

As the landscape of digital literacy evolves, consumers find themselves with a greater ability to articulate and communicate their opinions via various social media platforms. This newfound ability allows people to critique, share insights, and express opinions with a level of immediacy and reach unrivaled in traditional communication. Notably, this digital expression is distinguished by a liberation from the constraints of physical interaction, allowing for more spontaneous and unfiltered dissemination of ideas. As Burgess[1] suggests, this shift in communication dynamics has the potential to act as a catalyst for fostering closer bonds between individuals on a global scale. People from various backgrounds can engage in meaningful exchanges through the seamless connectivity provided by social media, contributing to the formation of a global community that transcends geographical boundaries. However, it is critical to recognize the dual nature of this phenomenon, as Burgess suggests a contrasting effect. The digital realm's unrestricted freedom of expression can also serve as a catalyst for discord, miscommunication, and the exacerbation of differences. The change in dynamic of our ways of communicating would mean the evolvement of marketing.

Marketing, by definition, is a social interaction with a managerial purpose. That is why with the change of how the ways we communicate through the digital world, we changed how marketing is (2). It aligned with what Muthu (3), later suggests, having a strong basis of brand on the digital world could mean a great contribution to the overall performance of a brand. That change brought new marketing systems that have, and must, undergone profound transformations in tandem with the continuous evolution of technology. What began with traditional methods such as pamphlets, brochures, and in-person sales visits has now evolved into a far more effective and efficient system (4). This shift is primarily due to the integration of social media platforms into the marketing landscape, including but not limited to WhatsApp, Instagram, and Facebook. These digital channels provide businesses with unprecedented opportunities to reach and engage with their target audiences, fostering a dynamic and interactive approach that transcends traditional marketing channels' limitations (5). As consumers increasingly inhabit the digital realm, this transformation highlights the critical role that social media plays in shaping modern marketing strategies.

In marketing of any kind, perception is key. Perception is to a greater extent has its basis on what a person expects (6). Which meant that perception differed from one person to another due to its nature of being based on subjective thoughts that has its roots on what a person had been through in their lives, personality or any other source an expectation might come from. Consumer perception, in another hand, can be describe as a theory for whence a consumer is making their decision to purchase a product (7). Decision to purchase can be and often is based on various types of information that are available to the consumer that could help them choose which is the possible alternatives. In other words, consumer perception is important for a business due to the fact that consumer would often base their decision to purchase by how they perceive the product, a highly subjective matter. In a digitalized marketing, the theory of consumer perception still holds true. However, digitalized marketing in and of itself is something that is relatively new, it was on the early 2000s that digitalized marketing actually took off (8).

By definition digitalized marketing or digital marketing can be defined as promotion of products either it be services or actual products through the use of digital media platforms such as the social media platforms, digital applications or other digital things (9). Today, when used correctly, digital marketing has become the go-to marketing that could combine endless customization and mass distribution to accomplish greater marketing goals of a business (10). According to Pratama (11), digital marketing has 7 types, those types are: Website, Search Engine Marketing, Search Engine Optimization, Social Media Marketing, Online Advertising, Email Marketing, and Video Marketing. Like any other marketing, digital marketing has its pros and cons (12). Digital marketing could develop brands faster than a conventional marketing due to it wider reach, it could have endless personalization, increased ROI or Return of Investment, it could provide real-time results, have greater engagement with an increased flexibility and greater accessibility. In the downside of digital marketing, it could prove to be a crowded marketplace which meant competition increased that could cost a short-lived attention from the crowd. Not only that, but the digital world changes rapidly with technology which means maintaining a sizeable online marketing presence a costly endeavor.

However, without the proper knowledge of digital marketing could mean far from achieving the desired results. As suggested by Lawson (13), research in marketing of all kinds,

be it a digital or traditional marketing, should come first as it is a crucial first step for any kind of business. Wardani Collection, a small and medium-sized enterprise (SME) operating within the home industry, tried to strategically leverage the digital landscape for its marketing endeavors. Through the implementation of the Bestee Program, Wardani Collection has benefited from valuable consultations, in hopes of guiding and enhancing their approach to digital marketing strategies. In detail, Wardani Collection is a small and medium-sized enterprise home industry business owned by Mrs. Darti. Currently, their product catalog is being showcased on the @pasardaya Instagram page as part of their digital marketing strategy. Despite the efforts invested in digital promotion, the business is facing challenges, particularly in terms of stagnant sales. The business is currently based at Mrs. Darti house as it is classified as a home industry-based business. Program Bestee promised that with their consultations, SMEs would have a better edge for their business by helping them promote and Wardani Collection is a part of the SMEs that is being consulted by the Bestee Program.

1.1. Statement of Problem

Despite active promotion of their clothing-based products on the @pasardaya Instagram page, Wardani Collection has experienced stagnant sales and unsatisfactory results. The identified problem revolves around understanding how consumers perceive the digital marketing strategies employed by Wardani Collection. The main question of this research is how do consumers perceive Wardani Collection's digital marketing?

1.2. Research Objectives

This research aims to analyze and understand how consumers perceive the digital marketing strategies employed by Wardani Collection. The objective is to gain insights into how consumers interpret and respond to the strategies undertaken by the brand. Insights which could prove beneficial to improving the financial performance of Wardani Collection.

2. Method

This article takes a research approach with a qualitative descriptive method, focusing on in-depth explanations of a specific phenomenon or topic. This method was chosen to provide a detailed and contextual overview of the discussed issue, making it easier for readers to understand. Qualitative research, according to Siyoto and Sodik (14), is an approach that emphasizes a deep understanding of social phenomena through multiple dimensions, interactive processes, and the exchange of social experiences experienced by individuals. Social reality is viewed as a complex and multifaceted phenomenon within the framework of qualitative research, and the subjective interpretation and understanding of participants is critical for comprehending social phenomena. The authors of this research used the 4R technique (15) to select the correct informant for the obtaining of data: Relevance, informants need to be relevant to what the topic of the research; Recommendation, informants are selected by the recommendation of key informants; Readiness, informants must be ready to conduct an interview between them and the researchers; Reassurance, informants must provide a reassurance that they would provide an honest and unambiguous answers during the interview.

In order to understand the primary data used in this research, first we must understand

from whom, of what, and how long the interview data was taken from. Informants of this research can be separated into three distinct origins: Wardani Collection's Instagram post's interactors, Wardani Collection's consumers (those who had purchased a product from Wardani Collection), and the Owner of Wardani Collection. The questions of the interviews varied from to whom it is for. Questions for Wardani Collection's social media interactors revolves around why did they interact with the Instagram post and what are their thoughts on the Instagram post. Questions for Wardani Collection's customer differ from that of the social media interactors, the first question was to identify from where the products of Wardani Collection was made known to them, the second question is to follow up on whether or not they would still be interested if there is an Instagram content promoting the products, and lastly whether or not the customer knew about the existence of @pasardaya on Instagram. Question for the Owner of Wardani Collection is aimed to understand their perspective on the Instagram content promoting their business and to understand whether or not the Instagram content boosts Wardani Collection's sales. The interviews were conducted in separate times during the entire duration of the research.

To ensure the validity of this research interview data, the authors used the techniques used by Meilina and Sardanto in their qualitative research (15). The first technique used would be the credibility test, it is used to ensure the trustworthiness of the interview data by conducting an extended observation, increased diligence and discussions with competent peers in qualitative research. Continuing, the authors would use the transferability test to ensure that readers of this research can understand the data clearly. The authors were directly involved in all process that includes selecting informants, techniques, data sources, interviews, data analysis and lastly in providing a conclusion. The authors of the research would perform a confirmability test by reconfirming with informants of this research if there are any unclear or inconsistent answers. Lastly, the authors of this research would perform a time triangulation by conducting observations and interviews at different point of times and situations until the results proved consistent.

3. Results and Discussion

The results will be broken up into two sections, first section is to explain the findings that is unraveled through an online interview on a series of informants that had been selected through the 4R technique that discussed their interaction with the social media posting of Wardani Collection's products. The second section is to explain the findings that is collected through a series of offline interviews that was conducted with the owner and buyers of Wardani Collection. The platform of which the online interview was conducted was on Instagram through its Direct Message (DM) feature that is accessible to anyone at any time and is private that could only be accessed by the interacting individuals (16). In discussing the first section it is important to mention the authors gave a series of questions relating to the topic and the informant's identity. Those questions are as follows:

1. Apakah konten cukup menarik sehingga saudara memberikan like pada postingan pemasaran produk dari wardani collection di instagram @pasar daya? dan apakah anda tertarik untuk membeli produk dari wardani collection setelah melihat postingan dari instagram @pasardaya?

Translation: Is the content compelling enough for you to give a like to the product marketing posts from Wardani Collection on Instagram @pasardaya? And are you interested in purchasing products from Wardani Collection after seeing posts on Instagram @pasardaya?

2. Apa saran dan ide saudara untuk konten pemasaran produk wardani collection pada instagram @pasardaya supaya penjualan meningkat?

Translation: What critique and ideas do you have for marketing content for Wardani Collection's products on Instagram @pasardaya to boost sales?

Now that the questions for the online interview have been laid out, we continue to discuss the results taken from said online interviews beginning with the first informant. Important to note: the Authors' reply/interaction is colored blue while the informant's is in dark grey.
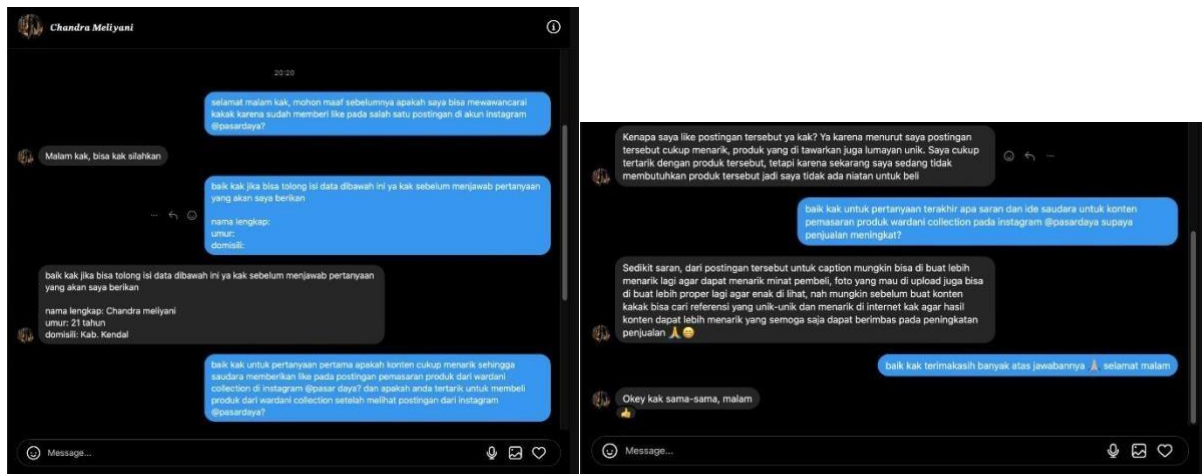
Figure 1: Online Interview Informant 1

Informant 1 identified themselves as Chandra Meliyani 21 years of age from Kendal Regency. As presented by Figure 1, when inquired with the first question they reacted with a positive attitude towards the post and product, mentioning that the post itself is appealing enough for them to give an interaction in the form of a like. They mentioned that they are interested in the products but is not in need of it in the time of the interview, thus they did not buy the products. Informant 1 answered the second question with a few critiques and suggestions. They mentioned that the Wardani Collection's social media post has less appeal than it should be due to a few reasons: the caption is not interesting, the picture is not proper, and the content is not unique enough to build interest of purchase.

Informant 2 identified themselves as Septya Maya 22 years of age from Blora, Central Java. As presented by Figure 2, when inquired with the first question they reacted with a positive attitude towards the post and product, mentioning that the post itself is appealing enough for them to give an interaction in the form of a like. They mentioned that they are interested in the products and is considering purchasing the products as some of them have what they wanted. Informant 2 answered the second question with a few critiques and suggestions. They mentioned that the Wardani

Collection's social media post should upload more content on other social media platforms other than Instagram and suggested Wardani Collection to make their content more unique in order to increase the potential sales.
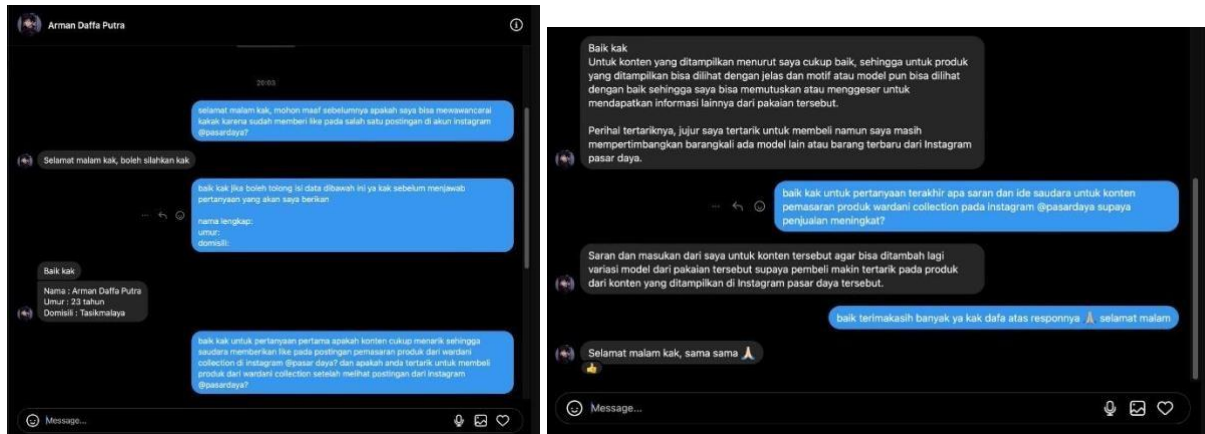

Figure 3: Online Interview Informant 3

Informant 3 identified themselves as Arman Daffa Putra 23 years of age from Tasikmalaya. As presented by Figure 3, when inquired with the first question they reacted with a positive attitude towards the post and product, mentioning that the post itself is appealing enough for them to give an interaction. Even though informant 3 is interested in the product, it was not enough to make them purchase the product due to their consideration of other products. Informant 3 suggested more variations to the products themselves but did not provide a critique on the social media post itself.

Continuing to the second section of the discussion, we now proceed to the results of the authors' interviews with the buyer and the owner of Wardani Collection. The questions for the buyer of the products that will be inquired during these interviews are as follow:

1. *Saudara menemukan produk itu darimana? seperti dari media sosial apa dari orang lain?*
   Translation: Where did you discover the product? Was it through social media or from someone else?

2. *Ketika ada konten dari instagram seperti pemasaran produk secara digital apakah anda tertarik untuk membeli?*
   Translation: When there is content on Instagram, such as digital product marketing, are you interested in making a purchase?

3. *Apakah anda mengetahui jika ada instagram pasar daya yang sekarang ini sedang banyak melakukan aktivitas pemasaran produk dari UMKM BTPN Syariah?*
   Translation: Are you aware if there is an Instagram account named "pasar daya" that is currently actively promoting products from Small and Medium Enterprises (UMKM) affiliated with BTPN Syariah?

Now that the questions for the offline interview have been asked, let's proceed to discuss the results obtained from that offline interview, starting with the first informant.

Figure 4: Offline Interview with Buyer 1

The written transcript of the interview with Buyer 1 is as follow, important to note that the transcript is in Bahasa Indonesia and the Author will give a summary of the content, the informant's replies are in bold:

Opening: *Selamat siang mbak, perkenalkan nama saya vernando dari universitas nusantara pgri kediri, tujuan saya kesini ingin mewawancarai pelanggan untuk keperluan pembuatan artikel saya, baik mbak sebelum saya memulai wawancara boleh tolong perkenalkan nama lengkap:* **islamiah umur: 26 alamat: tenggumungwetan gg4 no 8**

Question 1: *baik mbak untuk pertanyaannya saudara menemukan produk itu darimana? seperti dari media sosial apa dari orang lain?* **Saya menemukan produk ini dari omongan tetangga terus saya datang ke rumah ibu darti untuk melakukan pemesanan baju anak kecil untuk keponakan saya**

Question 2: *Ketika ada konten dari instagram seperti pemasaran produk secara digital apakah anda tertarik untuk membelii?* **Bisa jadi saya tertarik jika konten yang di upload memang menarik dan produk yang dipasarkan juga bagus**

Question 3: *Apakah anda mengetahui jika ada instagram pasar daya yang sekarang ini sedang banyak melakukan aktivitas pemasaran produk dari UMKM BTPN Syariah?* **Saya tidak tau sebenarnya, Cuma setelah tadi dijelaskan saya jadi tau apa itu program pemasaran produk pasar daya**

Buyer 1 identified themselves as Islamiah 26 years of age, her address is in Tenggumungwetan. She became aware of Wardani Collection's products through words of mouth that she heard from her neighbors. She was not aware the existence of Wardani Collection's social media posting before the Authors explained to them of what it is and where it is posted. She then mentioned that she would in good probability be interested had she known the social media posting.

Figure 5: Offline Interview with Buyer 2

The written transcript of the interview with Buyer 2 is as follow, important to note that the transcript is in Bahasa Indonesia and the Author will give a summary of the content, the informant's replies are in bold:

Opening: *Selamat siang mbak, perkenalkan nama saya vernando dari universitas nusantara pgri kediri, tujuan saya kesini ingin mewawancarai pelanggan untuk keperluan pembuatan artikel saya, baik mbak sebelum saya memulai wawancara boleh tolong perkenalkan nama lengkap:* **maria alfa kusuma dewi umur: 23 alamat: jl kalijudan 1 no 7**

Question 1: *baik mbak untuk pertanyaannya saudara menemukan produk itu darimana? seperti dari media sosial apa dari orang lain?* **Kebetulan saya mempunyai teman kuliah dan dia pernah pesan dress dan cukup bagus untuk dilihat, kemudian saya tertarik dan ikut memesan**

Question 2: *Ketika ada konten dari instagram seperti pemasaran produk secara digital apakah anda tertarik untuk membelii?* **Sebetulnya bisa saja tertarik karena saya sering menggunakan shopee untuk berbelanja berbagai jenis barang, dan menurut saya kalau di instagram agak sedikit ribet ya, karena gabisa langsung checkout gitu dan harus chat penjual dahulu lebih ke membuang waktu**

Question 3: *Apakah anda mengetahui jika ada instagram pasar daya yang sekarang ini sedang banyak melakukan aktivitas pemasaran produk dari UMKM BTPN Syariah?* **Tidak tau, saya juga baru tau jika ada pasar daya**

Buyer 2 identified themselves as Maria Alfa Kusuma Dewi 23 years of age, her address is in Kalijudan. She became aware of Wardani Collection's products through her friend whom had bought a product from Wardani Collection. Buyer 2 was not aware the existence of Wardani Collection's social media posting. She then mentioned that she would in good probability be more interested if the social media posting is not in the form of an Instagram post but an online marketplace listing. She further mentioned that an Instagram post without a online marketplace listing is not an effective way of marketing due to the fact interaction is much more complex than just view the price of the item and checkout. Buyer 2 did not know the existence of Wardani Collection social media postings.

The questions for the interview between the Writer and the owner of Wardani Collection are as follows:

1. *Setelah saya mengupload konten pemasaran produk Ibu di instagram @pasardaya apakah terjadi peningkatan penjualan?*
   Translation: After I uploaded the product marketing content on Instagram @pasardaya, did there occur an increase in sales?

Figure 5: Offline Interview with the Owner of Wardani Collection

The written transcript of the interview with the Owner is as follow, important to note that the transcript is in Bahasa Indonesia and the Author will give a summary of the content, the informant's replies are in bold:

Opening: *Selamat siang bu darti, perkenalkan nama saya vernando dari universitas nusantara pgri kediri, tujuan saya kesini ingin mewawancarai bu darti untuk mengetahui apakah pemasaran digital pada program bestee di instagram pasar daya berpengaruh terhadap peningkatan penjualan bu darti baik bu darti sebelum saya memulai wawancara boleh tolong perkenalkan* **nama lengkap: ibu dartiumur: 57 alamat: wonukousumo lor gg 3 no 17**

Question 1: *baik ibu untuk pertanyaannya, setelah saya mengupload konten pemasaran produk Ibu di instagram @pasardaya apakah terjadi peningkatan penjualan?* **Tidak ada, karena menurut saya instagrampasar daya kurang dikenal oleh masyarakat luas dan juga ini termasuk program baru sehingga perlu perkenalan lebih lama lagi**

The owner's name is Darti, she is 57 years old and lives in Wonukousumo Lor. Her house is where her store is as well as where she made her products.

Figure 7: Wardani Collection's Store, Ms. Darti's Workshop and Her Storefront/House

As we can see in Figure 7, the business is a home industry type. She is the owner and the artisan of her products. The interview that was conducted with her, we reveal that despite the consultations she had received from the Bestee Program, there was no increase in sales whatsoever even with the help of digital marketing that was posted on Instagram. In her words, she believed that there was not enough coverage in @pasardaya due to its low popularity with the public.

4. Conclusion

With the results now in hand. Informant 1 provided constructive feedback on the quality of Wardani Collection's social media posts. Uninteresting captions, incorrect images, and a lack

of uniqueness were among the issues raised. Improving these elements may improve the overall appeal and effectiveness of the digital marketing strategy. Informant 2 not only had a positive attitude toward the Instagram post and products, but she also expressed genuine interest in making a purchase because some of the products matched her preferences. Informant 2 also emphasized the importance of making the content more distinctive. This recommendation highlights Wardani Collection's ability to differentiate itself from competitors and capture consumer attention through innovative and distinctive content. Finally, despite expressing enthusiasm for the Instagram post and product, Informant 3 did not make a purchase during the interview, citing other products as a reason. Unlike the other informants, Informant 3 did not directly criticize the social media post. Informant 3, on the other hand, suggested adding more variations to the products, indicating a desire for diversity in Wardani Collection's product offerings. Buyer 1 was unaware of the brand's social media posts after hearing about Wardani Collection from neighbors. After learning about the authors' digital presence and social media posts, Buyer 1 expressed an interest in the products. This demonstrates the potential for collaboration between traditional and digital marketing channels. Buyer 2 was unaware of Wardani Collection's social media postings and stated that online marketplace listings were preferable to Instagram posts. The buyer emphasized that an Instagram post alone may not be an effective marketing strategy, citing the fact that the interaction process on social media platforms is more complex than the ease of viewing prices and checking out on an online marketplace. According to the owner of Wardani Collection, despite receiving Bestee Program consultations and implementing digital marketing strategies on Instagram, there was no discernible increase in sales. According to the owner, the perceived lack of sales success was attributed to insufficient coverage on @pasardaya, which she considered to have low public popularity. With all of the informants' insights combined, we could conclude that the Instagram post promoting Wardani Collection products did not result in sales as all purchase did not come from the digital marketing effort but rather come from traditional marketing effort. Interviews with online interactors only showed that the content itself is interesting but it lacks purchasing charm or it did not suit their preference stating it needed more diversity.

The study offers useful insights into consumer perception in response to digital marketing efforts, particularly on Instagram. Marketing and business researchers can look into the effects of content quality, platform selection, and online marketplace integration on consumer engagement and conversion rates. Improving content quality, experimenting with new marketing channels, and considering an online marketplace presence can all help SMEs improve their digital marketing strategies. The various channels through which Wardani Collection became known highlight the importance of an integrated marketing approach. These findings can be used by business owners, particularly those in the home industry, to strategically plan their online presence. This could include addressing specific consumer concerns, improving the visual and textual aspects of content, and considering the integration of online marketplaces for a more streamlined consumer journey. The study acknowledges some limitations that highlight the need for additional research. Because the study was conducted in a relatively short period of time and with limited resources, the depth and breadth

of insights into the long-term effects of digital marketing strategies may be limited. While the study pool provides valuable perspectives, it is acknowledged as being limited, which may affect the generalizability of the findings. Future research endeavors could extend the time span, allocate more resources for comprehensive data collection, and diversify the participant pool to improve the robustness of conclusions. A broader range of data sources, including quantitative data, surveys, and additional qualitative methods, is widely acknowledged. Comparative research across industries, locations, and digital marketing platforms could help to provide a more nuanced understanding. A longitudinal approach, as well as qualitative follow-ups with participants over time, would provide more insight into changing consumer perceptions. Furthermore, investigating external factors such as economic conditions or industry trends would provide a more thorough analysis. In essence, while this study provides a foundation for understanding consumer responses to digital marketing, the limitations identified highlight opportunities for more extensive and nuanced investigations in future research.

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