

**The Phenomenon of Moslem-Based Fashion
Business Digital Marketing towards Business
Sustainability in Micro Small Medium
Enterprises in West Java**

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Abstract

Development of digital technology and e-commerce ultimately has an affect to the pattern of public spending, especially for urban people in Indonesia. Online business competing for this potential market in many ways. Conventional shopping methods that are relatively impractical are now beginning to be abandoned. There was a transform in online consumer spending from year to year, by 2016, according to data obtained from Director General of Trade, Indonesia has increase 25% user of online shopping. Over the previous year, according to a survey conducted by AC Nielsen, there are 69% of clothing, 10 % of household appliances, 7% of books and magazines, 7% of travel tickets and 6% of computer goods. The purpose of this study is to analyze the marketing strategies used by the fashion industry, especially the Moslem fashion through the website to build its brand awareness. This research uses qualitative method by observation, literature study and depth interview to the producer of Moslem fashion industry in Indonesia.

The results to be obtained from this research are to explore the impact of marketing strategy using digital technology and influence of digital marketing and to find new patterns in marketing for its product through the website and online media.

Keywords: Digital Marketing, E-Commerce, Fashion Moslem

1. Introduction

The phenomenon shows that the growth of the creative fashion industry is mostly developed by the younger generation of urban by utilizing Information Communication and Technology (ICT). Especially in SMEs Muslim fashion industry is growing at this time amid global economic growth. In developing their business performance, they perform various Competing Strategies to exist in the midst of various products that appear to the market. Value creation and innovation are the most important parts that must be continually developed to maintain business performance. Patterns emerging due to the presence of mobile Internet-based ICT technology, making social changes include the way conventional transactions become online, where this new pattern speeds up exchanges and financial transactions.

The creative economy driven by the younger generation, gives the impact of significant economic growth, even though its development is still spontaneous. This dynamism makes a distinctive feature in the sale of goods, both in terms of brand product that is built up to the way of mastering strategy of media promotion and sales, especially media based on mobile technology. Technology for the younger generation has become part of lifestyle and a daily need. So there is an interesting relationship between the younger generation, products and online transactions. This young generation is part of this research to observe how they build their systems, distribution, open up market opportunities, and more.

The development of online business in Indonesia is monitored quite encouraging, according to Ministry of Communication and Information Rudiantara, e-commerce transactions in Indonesia in 2016 reached US \$ 4.89 billion or equivalent to Rp68 trillion. This is an increase from the previous year, 2015, which reached US \$ 3.56 billion. The Ministry also mentioned the prospect of online business in Indonesia will increase along with the increasing number of internet users in Indonesia. User data in 2015 was a number of 93.4 million users, which increased by 5.3 million users compared to 2014, which is a number of 88.1 million users.

Online store in Indonesia also continues to growth, with various concepts, from the concept of classified ads such as Kaskus.co.id, oxl.co.id, berniaga.com to the concept of B2C or business to consumer such as; Lazada.co.id, bhineka.com, zalora.co.id.

There is also an online store with the concept of online malls for example; Blibli.com, elevania.co.id, tokopedia.com, bukalapak.com, rakuten.co.id

According to research made in 2014 by the E-commerce Association of Indonesia (IdEA), google Indonesia and TNS (Taylor Nelson Sofres) products are mostly purchased by consumers is Fashion (78%) followed by mobile phones (46%), electronic (43%), books and magazines (39%), and groceries (24%). Of course, there was a shift in consumer spending interest online from year to year, by 2016, according to data obtained from Trade Director General of 80 retailers, an increase of 25% over the previous year, according to a survey conducted by AC Nielsen, among them 69% clothing, 10 % Of household appliances, 7% of books and magazines, 7% of travel tickets and 6% of computer goods.

The data shows from year to year fashion purchasing transactions through online is always at the highest level or percentage, it certainly can also encourage the businesspeople, especially SMEs fashion in West Java to contribute and compete with the big businessmen who have been there before. Ways of promoting or selling online SMEs with the marketplace or other online media there are some differences, for example: How to sell online UMKM different from the marketplace or online store, they use the community as a place to market the product. The majority of SME fashion sellers are women aged 25-40 years, Usually the perpetrators of MSMEs do not directly market their products in the community but by way of soft selling. The majority of buyers of online shop goods in Indonesia use smartphones, social media and internet as their media.

2. Framework and Empirical Studies

2.1. Digital Marketing

Digital marketing is the process of marketing products and services to customers by using web media. Promotions, Ads, Transactions and payments can be made through web pages. Internet marketing users can easily access information anywhere with a computer connected to the internet (Chen-Ling, & Lie, 2006: 296), in journal of Journal of the American Academy of Business.

Electronic Marketing (E-Marketing) can be viewed as a new philosophy and modern business practice involved with the marketing of goods, services, information and ideas via the internet and other electronics. (Mohammed, et al. 2003: 4), internet marketing is a process to build and maintain relationships with customers through online activities as a means of exchanging opinions, products, and services so as to achieve the common goals of both groups. (El-Gohary 2010: 216)

2.2. The Influence of Digital Marketing

E-marketing creates fundamental behavioral changes in businesses and consumers similar to those associated with car and phone recognition that reduce

the need for channel approach. E-marketing uses the Internet as a platform that enables companies to adapt to customer needs, reduce transaction costs, and enable customers to move when and where they are without worrying about places and times (Jagdish & Sharma 2005: 612).

The influence of internet marketing on corporate marketing strategy there are 4 ways; first is Increased segmentation, with the internet market segmentation is increasingly widespread, because the reach of marketing increasingly widespread. The Internet does not limit the breadth of the reach of marketing because all consumers around the world can access it easily. Second, Develop a faster strategy in cycle time with the flow of turnaround time is faster and easier then the marketing strategy can be more quickly developed. Third, Increased accountability of marketing efforts. Information that can be obtained quickly and easily can improve the company's strategy to be further improved. So that marketing can be done more transparently.

The last is improved integration of marketing strategy with business operational strategy. The integration of corporate marketing strategy and internet marketing strategy will improve business strategy and operational strategy. (Mohammed et.al 2003: 96-97)

3. Methodology and Data

The role of Information Technology in improving Competitive advantage is undeniable. Companies in the era of information have a big concern on the revolutionary transformation. Corporate performance is not only judged from the financial and assets, but discusses all aspects that must provide cost leadership, differentiation, and focus. The company's information era is more responsive to the challenges of the market, the preparation for today's challenges many companies are beginning to decide to outsource to improve the company's performance in terms of business processes that are not core competence or core business. It is hoped that by handing over the management of the process to the hands of other companies as business partners who have core business in the field, creating a process with optimal performance

The sample for this study is composed of SMEs operating in the Moslem fashion industry. The Moslem fashion industry is a part of the textile and apparel industry. The centers of the fashion industry are in West Java, located in cities such as Bandung, Bogor, and Tangerang. However, there is also a large number of firms participating in this market who are looking for other ways to compete. Although traditionally the core product of the fashion world was clothes, nowadays the product portfolio has been extended notably to other goods, such as jewelry, scarf, pashminas, perfumes, watches, handbags, hats, eyewear, footwear and belts. Some of these products can be commercialized on the internet; others such as clothing may be difficult because their processes of commercialization and

distribution are more complex. Nevertheless, in recent years the Moslem fashion industry has undertaken important and profound changes investing in web technology. In order to ensure that the questionnaire collected adequate information, it was reviewed by managers of several sample firms before the definitive mailing. Their comments and proposals were taken into account in the final version.

4. Discussion on Empirical Results

Nowadays the condition of Indonesian society has been increasingly digitized. Innovation-based companies have values that grow very high in a short time, although different from the fundamental side. The business environment still provides opportunities, Company Asset is good enough, Strategic Partnership is intensively conducted and Innovation.

Interesting facts about innovation-based businesses; the business are potentially replacing existing business run by conventional company. Second, an average growth of the value of these companies is relatively very high (over 30%). Being in almost all industry sectors affected by this phenomenon. Pioneer companies exist in almost all sectors. Last but not least, this condition creates Threats as well as Opportunities for "traditional" players.

5. Conclusion

One of the most important roles of information technology for companies is that all work will be faster and more accurate. Implementing effective information technology will reduce unexpected costs and can increase flexibility. This will be seen in the business flow becoming more organized and centralized. Information technology can be applied to all types of businesses and has become a basic need from small companies to large companies and even retail stores. So it's time every company uses the services of the program to start implementing information technology in their business in order to compete with other companies.

In the business, telecommunications networks are commonly used as well as power networks, water distribution, and other utility networks. Networks is become an important source, but it used to have little effect. Firms have limited options for services gained from the provision of monopolized services. Today, corporate users are putting together a whole network under their control, cutting off public or partial networks. World and also Indonesian deregulation and new digital technologies have allowed companies to consciously design and operate internal and private telecommunications networks to improve their competitive position. What is once the cost of running a business, is now a source of competitive advantage. This is where global multinational companies are networking companies. Large business users have a need for cost-effective, flexible, secure, automated, integrated and reliable systems. If local service providers

cannot meet these needs, at reasonable cost, large companies have the option of developing their own private networks.

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