

The Analysis of Content Marketing in Online Fashion Shops in Indonesia

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— *Review of* —
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— *Research* —

ABSTRACT

The trend of content marketing application is currently growing in Indonesia. It is a means of creating and distributing contents which are relevant and related to a brand so that audience will be interested in the brand. This study aims at investigating the implementation of content marketing of online fashion shops in Indonesia by analyzing the online shops through the dimensions of content marketing. The researcher uses the descriptive method with a qualitative approach. Through the qualitative research method, the researcher intends to elaborate how content market is implemented in Indonesia's online fashion shops. The data collection technique used is observation, semi-structured interview, company's document review, and triangulation. The data source in this research is attained from primary informants and supporting informants. Referring to the research's finding and discussion, it can be concluded that the implementation of the content market in the online fashion stores has been deemed good since the shops have implement all dimensions of content marketing namely contents, customer engagement, and goals. These dimensions are implemented as a unity. The implementation starts with the most considered content and is modified to be by the value and character of an online shop. Then, it is preceded by the process of investigating what the consumers want and how to satisfy costumers' needs. Finally, what follows is how the online shop can fulfill the objective of content marketing namely brand awareness, customer attraction, and brand loyalty.

Keywords: content marketing, online store

1.INTRODUCTION

Recently, the trend of internet use in the society has been increasing from year to year, so that it raises new opportunities for companies to keep utilizing the internet as a medium for trading and promotion which is widely known as Digital Marketing. The tool which is employed in Digital Marketing is usually the company's website, company, create company's blog, or sell goods through social media such as Facebook, Instagram, Path, and Twitter.

Many companies now use digital marketing as one of the strategies to promote their products. Not only they compete through their products but also through the content that they publish, companies should give something different, interesting, and educative to consumers. Companies which always present direct contents about product details, nowadays, they look up to other ways, since it is regarded to be less attractive to consumers. Consumers are bored with ads and common promotions made by companies. This matter has also given the term of content marketing.

Content marketing is now widely discussed, which is not something new in the world of marketing. Content marketing is an art of creating and spreading relevant and authentic contents about brands, with the hope of drawing attraction and getting closer to consumers. It is done by providing contents which are appropriate for the brand's characteristics but are still relevant to what consumers want. Content marketing should enable consumers to consistently slowly influence them to buy, since nowadays, for consumers, traditional ads related to products and services features are less interesting.

2.LITERATURE REVIEW

2.1 Content Marketing

Content marketing as stated by Joe Pulizzi (2009) in Rancati Elisa and Niccolo Gordini (2014) is creating content which has value; that is later to attract and bind consumers. Not only bind and be attractive but also encourage consumers to trade. Later, contents should be created consistently so that they can influence consumers as a whole.

Besides the above theory, there is another theory taken from a study conducted to analyze the nine factors of *content marketing*. The study was conducted by Rancati Elisa and Niccolo Gordini (2014:96), and of the following is the conclusion of their study about *content marketing*.

“Accordingly, with literature review and with the three main features identified in this study, we define the content marketing as being a tool to share content, but also to create value and high returns along with the financial means of customer distribution, attraction, involvement, acquisition, and retention.”

However, as a starting point we suggest that content includes the static content forming web pages, as well as dynamic rich media content, such as videos, podcasts, user-generated content and interactive product selectors (Smith and Chaffey, 2013), and adopt Pulizzi and Barrett's (2008, p. 8) widely used, but untested, definition of digital content marketing: “the creation and distribution of educational and/or compelling content in multiple formats to attract and/or retain customers” (Holliman Dan Rowley, 2014 :270)

Besides attracting consumer's attention, another aim of content marketing is to create value to customers, encourage trades along with consumers spread, and also involve consumers into the company. *Content marketing* helps company bind consumers more with valued contents and directly relate to them. It is expected that through content marketing, companies can alter consumers' behavior by what the company wants.

2.2 Dimensions of Content Marketing

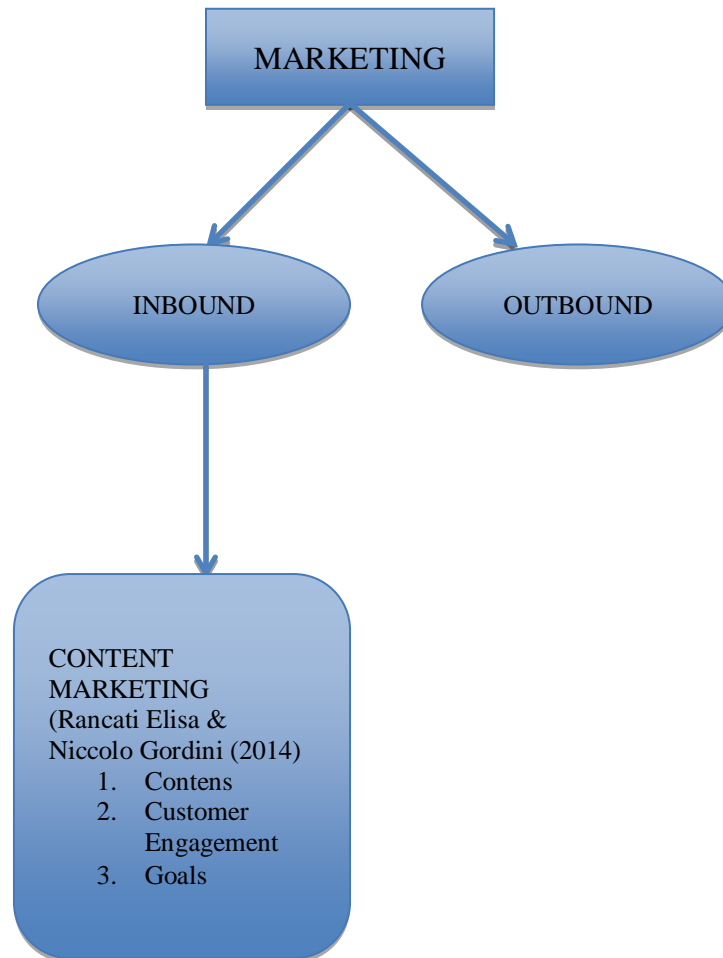
According to Rancati Elisa and Niccolo Gordini (2014:95), *content marketing* has three dimensions; they are *contents*, *customer engagement*, *goals*.

- a. *Contents*. Contents created should possess some factors which make consumers like them. Interesting, educative, and consistent contents with the company image are things that should be paid attention to in making company's contents.
- b. *Customer engagement*. Consumers become the process of creating values in the contents. The internet technology makes consumers easier to gain information

and express ideas, and they will make both consumers and companies easier to connect. Through content marketing, consumers are connected more to the company (brand).

- c. *Goals*. The use of *content marketing* encourages companies to achieve goals such as brand-awareness, consumers' engagement, and customer relation maintenance.

2.3 Framework of Idea



Picture 1. Framework of idea

3.OBJECTS AND METHODS OF RESEARCH

3.1 Object of Research

The research object of this study is *content marketing* which is conducted by PT Hijup.com, Zalora Indonesia (PT. Fashion Eservices Indonesia) and PT.Berry Benka. The reasons behind choosing the selected companies are they are fit to the criteria of the digital marketing use and are the biggest e-commerce companies in the field of fashion in Indonesia.

3.2 Research Method

This research employed qualitative research method. According to Creswell (1994:1) qualitative research method is:

“Qualitative research method is a research process which is conducted to gain understanding towards social phenomenon occurred. Researchers create overall depiction which then created into words to report details in data (point of view and ideas) gained from informants, which then compiled into a scientific background.”

A qualitative method was employed because it was aimed at gaining facts in the form of administration and application of content marketing by PT Hijup.com, Zalora Indonesia (PT. Fashion Eservices Indonesia) and PT.Berry Benka Indonesia which was gained through interviews and literature studies and not in the form of statistical data. The primary data sources were gained through interview results with informants. The informants were divided into three kinds, they were primary informants, supporting informants, and experts. The researchers also employed observation, in-depth interview, documents and triangulation study (merging) in data collection process.

4. RESEARCH FINDINGS AND DISCUSSIONS

4.1 Contents

Content is something served through publication. Contents in here are related to ads or articles which are aimed at drawing consumers' attention and indirectly encouraging them to do transaction. Fashion Online Shop usually has contents through pictures, articles, and also videos. Those three contents are spread out through owned channel that is an official website and through blogs. Besides, contents can be published through social media such as Facebook, Instagram, and Youtube.

The discussed topics are usually about fashion, beauty, faith, inspiration, and entertainment. The contents created by online shop have been able to draw the attention of the consumers and also has given information and education to them. From various contents published, usually, there are additional inspiring stories, tips and tricks, discount information, update fashion trends, quotes, and other topics which can draw consumers' attention. The contents succeed in drawing consumers' attention and giving information and education to them.

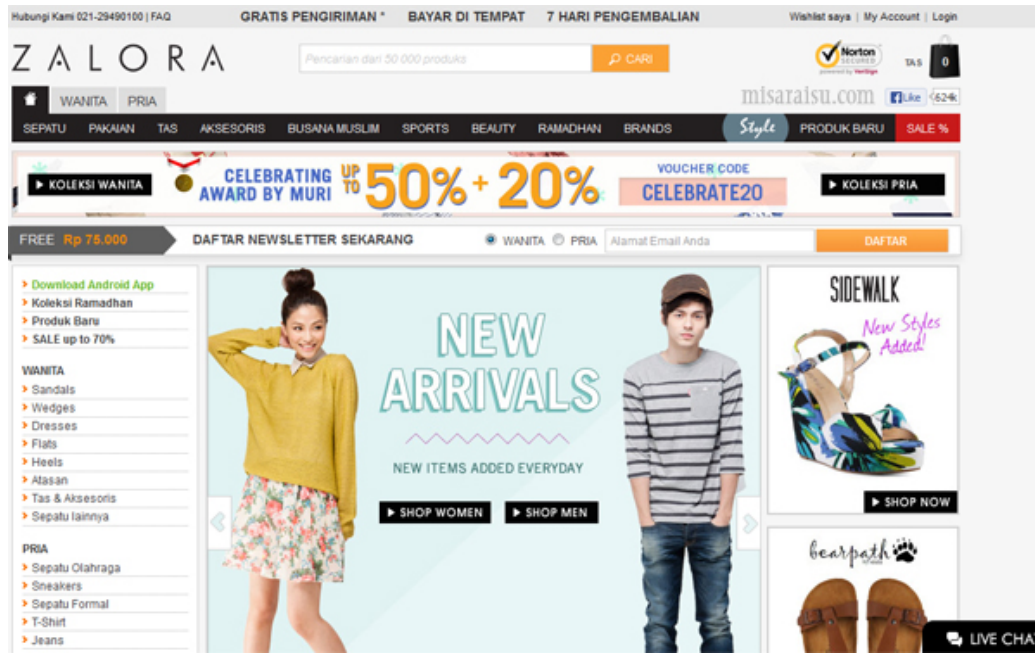


Figure 4.1 Appearance of Website ZALORA

<http://www.misaraisu.com/2013/07/channel-your-passion-for-fashion-at.html>

According to Rancati Elisa and Niccolo Gordini (2014:96), *customers are increasingly becoming a part of the process of creating value through frequent interactions with the firm (value cocreation)*. It means that as time goes by, in the making process of contents, there will raise interactions between consumers and companies which later will share values together. Consumers also get involved in the making process of companies' contents, since companies find out what consumers like and need and answer all the needs but still give their distinct characteristics. Therefore, they can create contents which are appropriate for the needs but still maintain their companies' characteristics. Generally, online fashion companies succeed in drawing readers' attention to look at the contents, although it will be much better if they can encourage transaction.

4.2 Customer Engagement

Strauss and Frost (2012) state that *engagement* means having connection with someone emotionally and cognitively. *Marketers* need to maintain consumers' *engagement* towards electronic contents that they publish so that consumers will pay more attention to the companies' brands. Developing customer engagement is certainly not easy, many things to consider such as needs, wants, and problems faced by the customers. Those things should be paid attention to make companies attract customers to get to know the companies better. It will be much better if at the end customers will do a transaction and become loyal customers to companies.

The interaction between companies and their customers can be done through various kinds of things such as holding events involving customers, getting customers to be the companies' ambassadors to establish word of mouth publication, electing figures which are appropriate for the companies' products, for example, choosing Dian Pelangi as the ambassador of the company.



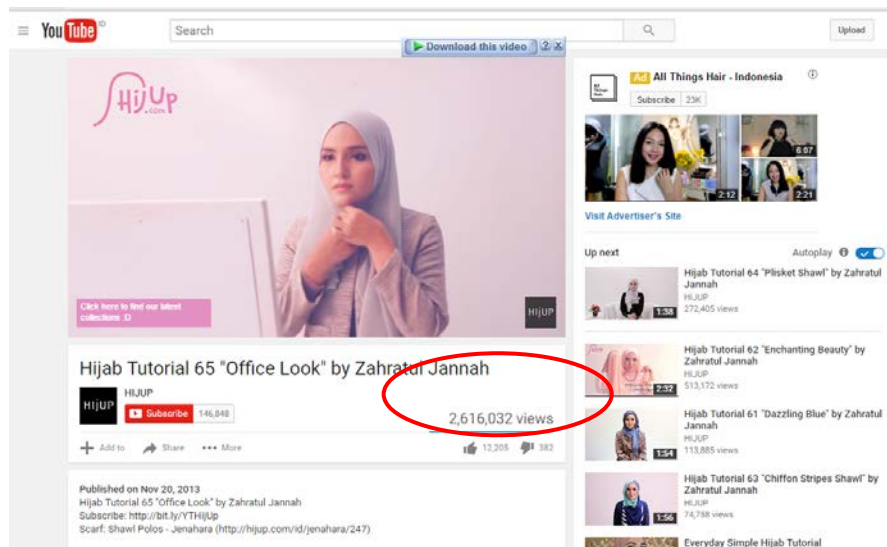
Picture 2 Celebrities who get involved in Berrybenka

Source :<http://marketeers.com/promosikan-koleksinya-berrybenka-gandeng-selebri/>

4.3 Goals

Goals are aims. In here, goals are aims that can be achieved by a company (business) through the use of *content marketing*. The achieving aims according to Rancati Elisa, and Niccolo Gordini (2014:96) are, *brand awareness customer attraction*, and *brand loyalty*. Those things surely cannot be achieved directly and at the same time, but they can be achieved steps by steps through published contents routinely and consistently. The published contents should also be adjusted to aims and intention that are expected to be achieved.

The success of the online shops in achieving high *brand awareness* occurred by the help of integrated content marketing. It means, companies not only promote their products through online contents but also through offline markets. According to Joe Pulizzi (2009), online marketing should also be supported by offline marketing so that the customers can feel the existence of the companies. Besides, that can also increase the brand loyalty, especially if companies merge with communities that support the companies' activities. For example, as what is done by Hijup that joins in the company community. At first, Hijup joined in the community of Hijabers Indonesia; they got several advantages for easily making their brand widely-known. The community of Hijabers Indonesia itself has many members and has a proper target of customers so that it supports Hijup's information spread fast (word mouth).



Source: www.youtube.com/hijup

Picture 3
Hijab Tutorial Hijab on Hijup's *Official Youtube Channel*

The application of content marketing on online shops is felt to encourage the growth of the companies. The increasing of brand awareness and marketing growth can be achieved since there is integration between offline and online marketing.

The result shows that fashion online shop has owned and applied all dimensions appear in content marketing. Although there are some weaknesses and dissatisfactions on available contents since there will be potential to develop. However, overall, content marketing has been applied well by the companies and can still encourage the development and existence of the companies in some countries.

5. CONCLUSION

The application of *content marketing* on companies has been conducted very well since the companies have possessed and applied all dimensions in content marketing; they are *contents*, *customer engagement*, and *goals*. All dimensions in content marketing are conducted as a unity. Starting from what are inside the contents, they are paid attention and adjusted using values as well as company's characteristics, then continued by finding out information about what customers want and how they satisfy them, until finally how fashion online shop can achieve the goals of *content marketing* which are *brand awareness*, *customer attraction*, and *brand loyalty*.

The success of fashion online shop *content marketing* nowadays is measured from the traffic of their marketing networks such as website, Instagram, facebook, and youtube. Its success is usually fathomed from how many visitors of the site, how many new followers follow their social media accounts, or how many viewers of their video on youtube in a day. Hijup's, Zalora's and Berry Benka's way in measuring their success has shown how they achieve their target to profits.

6. SUGGESTIONS

Based on discussions and analyses related to the application of *content marketing*, then the researcher needs to give some suggestions in the following:

1. *Content Marketing is truly influenced by contents and their forms.* Then, in the future, fashion online shop should innovate more and become more creative in creating contents. Holding training to content creators can be one of the good alternative ways for creators to develop their ideas and expand fashion online shop.
2. The good accessibility both through PC and smartphones are compulsory so that IT system will create satisfaction for customers.

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