

# IMPLEMENTATION OF PROMOTIONAL AND DIGITAL STRATEGIES MARKETING VIA INSTAGRAM IN DECISIONS TO PURCHASE BATIK PRODUCTS COVID 19 PANDEMIC IN ELSABET BATIK PEKALONGAN DISTRICT

Muhammad Fika Elsa Ulinnuha <sup>1\*</sup>, Danang Satrio<sup>2</sup>

<sup>1</sup> Department of Management , Faculty of Economics and Business, Pekalongan University , Pekalongan , 51111 , Indonesia

<sup>2</sup> Department of Management , Faculty of Economics and Business, Pekalongan University , Pekalongan , 51111 , Indonesia

## ABSTRACT

The population in this study were followers who had purchased Batik products at the Elsabet Pekalongan store. Data was collected through distributing questionnaires to 100 respondents. The sampling technique in this research was nonprobability sampling with the Quota sampling method. Data that meets the validity and reliability requirements is then tested using multiple regression analysis to produce the equation  $Y = 7451 + 0.246 X_1 + 0.217 X_2$ . Based on the results of hypothesis testing using the t test, the results of the Promotion Strategy variable have a positive and significant effect on purchasing decisions, digital marketing has a positive and significant effect on purchasing decisions, while based on the results of the f test it can be concluded that promotional strategy and digital marketing have a simultaneous effect on decisions purchase. on Batik products at the Elsabet Pekalongan store.

## ARTICLE INFO

Keywords:  
Promotion Strategy,  
Digital Marketing ,  
Purchase Decision

\* Corresponding Author at Department of Management, Faculty of Economics and Business, Pekalongan University, Jl. Sriwijaya No. 3 Pekalongan City, 51111, Indonesia  
E-mail addresses: [muhammad.fika.elsa.ulinnuha@gmail.com](mailto:muhammad.fika.elsa.ulinnuha@gmail.com) (author#1), [danangsatrio3003@yahoo.com](mailto:danangsatrio3003@yahoo.com) (author#2)

## 1. Introduction

The Covid-19 pandemic has succeeded in making Indonesian citizens limit all gathering activities such as holding certain events and parties. Various activities such as weddings, engagements, birthday parties and public gatherings. Fashion companies such as batik have stopped producing because there are no meeting activities, which has resulted in the offline market being quiet. There are many cases of Covid that are heard about in the news every day. With the large increase in cases, the public is advised to comply more closely with health protocols to prevent an increase in Covid-19 every day, as well as pay attention to and maintain immunity and body resistance.

In current business, there are many things that can influence the purchase of a product, either due to internal aspects of the industry such as strategic management (promotion) implemented by the industry or from external areas of the industry such as government regulations and government policies, especially during the Covid-19 outbreak. which resulted in all aspects of the economy being disorganized and scattered. In an atmosphere like this, many companies are making changes to product promotion strategies used by industries which are considered less efficient when used during the Covid-19 pandemic which continues to worsen.

Product promotion is one of the methods tried by industry which aims to increase sales of products that have been produced. Promotion is a method of informing, referring and confirming to consumers directly or indirectly about a product or brand being sold. Apart from increasing product sales, promotions also have certain objectives, namely to convey information, positioning the product, and providing added value to the product. Usually the information presented in promotions is product information such as product uses, product advantages and disadvantages. Apart from providing information about products, the information presented in promotions is also made as attractive as possible to influence consumers, especially market share, which aims to attract consumers' attention in purchasing the products being offered or promoted.

The company carries out a promotional strategy that has a big opportunity to sell its products, for example through digital marketing. The company hopes that digital marketing will be the right solution during the Covid'19 pandemic. The company has an assessment regarding digital marketing regarding the benefits obtained by the company and also the convenience for consumers. Apart from the advantages that companies gain regarding digital marketing, namely helping companies minimize marketing expenses because companies only use online media to promote their products, consumers also have the advantage that consumers don't need to leave the house to see the products they are looking for so they don't need to worry about being exposed to the Covid'19 virus. Digital Marketing itself is an effort made in terms of marketing using devices connected to the internet with various strategies and digital media with the aim that companies can stay in touch with consumers through online communication channels.

A selective solution to the problems above when viewed from a marketing management science perspective is by utilizing technology that the public already has, namely smartphones. Fulfilling needs, desires and hopes can be done through Digital Marketing. People are required to stay at home, calmly, safe, and comfortable carrying out their activities when they need goods or need transactions, the company can use online services.

Based on the explanation above, the author is interested in conducting research with the title Implementation of Promotion and Digital Marketing Strategies via Instagram in Decisions to Purchase Batik Products during the Covid 19 Pandemic at Elsabet Batik Pekalongan.

## **2. Literature review**

### **2.1 Promotion Strategy**

According to (Radji & Kasim, 2020) strategy is determining the framework for industrial business activities and providing guidelines for coordinating activities so that industry can adapt to and influence areas that are constantly changing. The strategy clearly states the area the industry is interested in and what type of organization it wants to run. According to (Sapti & Haryanti, 2017) Promotion is one of the variables in the marketing mix which is very important for companies to

implement in marketing their products or services. According to Alma (2007: 179) promotion is a type of communication that provides convincing descriptions of potential consumers about goods and services. Based on the definition above, it can be concluded that basically promotion is a form of communication or activity that seeks to deliver, explain and disseminate product data and product benefits to potential consumers. The aim of promotion is to arouse consumers' desire to utilize or consume products/goods or services produced by the industry. Therefore, efforts must be made to influence consumer thinking and ultimately convince buyers. According to Alma (2007: 181) the main aim of promotion is to provide data, attract attention and then have the effect of increasing sales. According to (Sapti & Haryanti, 2017) promotional strategy is a very good strategic combination of promotional elements, namely advertising, personal selling, sales promotion and publicity. Meanwhile, according to Tjiptono (2001: 233) in the journal (Radji & Kasim, 2020) promotional strategies are related to planning, implementation and control of persuasive communication with customers, to ensure the proportion of personal selling, advertising and sales promotions.

Promotion, which is also called a tool for communicating products, has experienced growth where it is easier and faster for marketers to promote their products. This is due to the emergence of various new media that can be used to reach consumers more quickly and widely. Forms of Marketing Communication on Instagram social media are inseparable from marketing communications on social media. 2 forms of marketing communication on social media that are commonly used are (Radji & Kasim, 2020):

1. Advertising via social media.
2. Marketing via social media.

## **2.2 Digital Marketing**

According to Kotler & Armstrong (2008: 6), Marketing is the process by which an industry produces value for customers and builds strong bonds with customers, with the aim of capturing value from customers in return. According to (Ita Nur Grace, 2020) Marketing is the process of planning and executing the activities of creating concepts, setting prices, determining promotional strategies and distribution strategies of ideas, products and services offered by an industry to produce an exchange that is satisfactory for both customers and industry, where in order to achieve this goal, an analysis process will be carried out regarding the condition of the target market, planning and formulating strategies (determining prices, products, promotional methods, planning and formulating strategies and controls to achieve the marketing goals that have been established.

According to Dave Chaffey, Digital marketing is or digital marketing has almost the same meaning as electronic marketing (emarketing) both describe the management and implementation of marketing using electronic media, so what digital marketing means is the application of digital technology that creates online channels to the market. (web, e-mail, databases, digital television and through various other recent innovations including websites, feeds, podcasts and social networks) that contribute to marketing activities aimed at generating profits and building and improving relationships with customers. only it develops a planned approach to increase knowledge about consumers (regarding industry, attitudes, values and level of loyalty to the product brand), then combines targeted communication with online services according to the needs of each person or specific customer. Digital marketing is through the application of technology and digital media, especially the internet, to achieve marketing goals (Chafey, 2019).

## 2.3 Product

According to Kotler and Armstrong, (2001:346) in the journal (Muliadi, 2018) products are all objects offered to the market to be purchased, used or eaten to satisfy wants or needs. Conceptually, a product is a subjective description from a producer of something that can be offered as an effort to achieve organizational goals by fulfilling consumer needs and activities, in accordance with the organization's competence and capacity and market purchasing power. Not only that, products are defined as consumer opinions which are expressed by producers through their production results. Products are viewed meaningfully by consumers and used as a basis for purchasing decisions. According to (Kodu, 2018) a product is something that can be offered to a market to obtain a profit for ownership, use or consumption that can satisfy a want or need.

## 2.4 Buying Decision

According to (Iriani, 2018) states that purchasing decisions are preferences formed by customers for the brands in a collection of choices. These customers can also form the intention to buy the brand they like most. According to (edo prasyto, 2020) consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. It can be concluded that purchasing decisions are the actions of consumers to buy or not a product or service which is based on decision making by choosing the best alternative from several available alternatives. Purchasing decisions can arise due to emotional encouragement and influence from other people. The decision made by consumers to buy or not a product or service begins with awareness of fulfilling needs and desires. Once consumers are aware of their needs and desires, follow-up decisions are made to fulfill those needs and desires. According to (edo prasyto, 2020) the dimensions and indicators of purchasing decisions are as follows:

1. Product Choice
2. Brand Choice
3. Choice of Dealer
4. Time of Purchase.
5. Purchase Amount

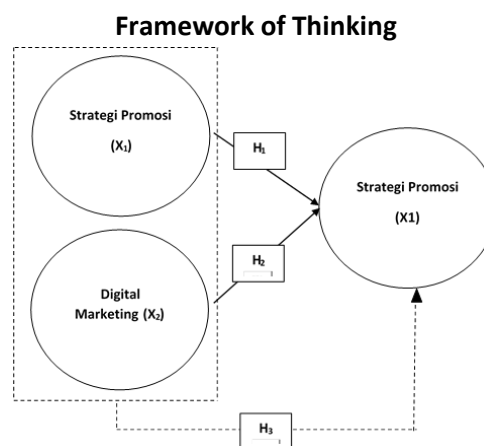


Figure 1. Framework of Thinking

Information :

-----▶ : Simultaneous Relationships

—————> : Partial Relationship Description:

X1: Independent Variable (Promotion Strategy) X2: Independent Variable (Digital Marketing)

Y: Related Variables (Purchase Decision)

### 3. Methods, Data, and Analysis

In creating quantitative research, creating a research design is one of the most important steps. Research design is a guideline that directs the research process correctly and precisely according to the stated objectives. Research design provides a clear direction in creating good research. This research design explains which research methods were used and how the research procedures were carried out. A research activity that is based on theories or views of experts regarding a phenomenon that occurs is called a research method. (Dr. Sandu Siyoto, SKM., M. Kes & M. Ali Sodik, 2015).

#### Data analysis method

##### 1. Validity Test

It is the degree of accuracy between the data that actually occurs on the research object and the data that can be reported by the researcher. According to Arikunto (2016), "Validity is a measure that shows the level of validity or validity of an instrument."

##### 2. Reliability Test

Is a tool used to measure a questionnaire as an indicator. Reliability testing aims to measure a questionnaire which is an indicator of a variable. A data can be said to be reliable, if the data is consistent or stable over time. Measuring the reliability of the questionnaire in this study uses oneshot or one-time measurement, namely a measurement that is only carried out once and then the results are compared with the results of other questions. According to Arikunto (2015), reliability shows an understanding that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good.

##### 3. Normality Test

According to Ghozali (2016: 160) the normality test is a test carried out with the aim of assessing the distribution of data in a group of data or variables, whether the distribution of the data contributes to normal or not. The normality test is useful for determining whether data that has been collected is normally distributed or taken from a normal population. The classical method of testing the normality of data is not that complicated. Based on the empirical experience of several statisticians, data with more than 30 numbers ( $n > 30$ ) can be assumed to be normally distributed.

##### 4. Multicollinearity Test

Multicollinearity is a situation where there is one or more independent variables that are perfectly or nearly perfectly correlated with other independent variables. According to Ghozali (2016:91), the t test aims to test whether a regression model finds a correlation between independent variables.

##### 5. Heteroscedasticity Test

The heteroscedasticity test aims to find out whether in the regression model there is an inequality in the residual variance from one observation to another. If the variance of the residual from one observation to another is constant, it is called homoscedasticity and if the variance is different it is called heteroscedasticity. If on The points formed form a regular pattern (wavy, widening, then narrowing), so heteroscedasticity has occurred in the regression model. On the other hand, if there is

no clear pattern where the points spread above and below zero on the Y axis, then heteroscedasticity does not occur in the regression model. The heteroscedasticity test aims to find out whether or not there are similarities in the variance of the residuals in the regression model. If the resulting probability value has a significance value  $> 0.05$ , then the model does not experience heteroscedasticity

## 6. Regression Analysis

Multiple Linear Regression Analysis is an analysis carried out to determine one dependent variable with several multiple variables. The multiple linear regression model is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_n X_n$$
 Note:

Y = Bound or dependent variable

X = Independent or independent variable  $\alpha$  = Constant  $\beta$  = Slope or coefficient estimate 7. F test (simultaneous)

The f test is used to test the significance of the relationship between the independent variable (X) and the dependent variable (Y). The way to test its significance by hypothesis testing is as follows:

a. To test the significance of the relationship, whether the relationship found applies to the entire population of 216 people or not, it is necessary to test the significance by comparing the calculated t value with the t table.

b. The calculated t value is then compared with the t table for an error of 5% and  $dk = n - k$ , if the calculated  $t > t$  table then there is rejection of  $H_0$ , and conversely if the significance value is smaller than the 0.05 significance level then it can be concluded that  $H_a$  is accepted.

c. The validity period of the statistical hypothesis is as follows:

$H_0: b_1 \neq 0$  (there is a relationship)

$H_a: b_1 = 0$  (no relationship)

## 8. Partial Test (t test)

The purpose of the partial test is to find out how far the influence of the independent variable (X) is on the dependent variable (Y) partially. Testing The hypothesis will be carried out using a significance level of 0.05 ( $\alpha=5\%$ ) or a confidence level of 0.95.

The hypothesis is formulated as follows:  $H_0 : b_i = 0$

$H_a : b_i \neq 0$

The Influence of Promotion Strategy (X1) on Purchasing Decisions (Y)  $H_{01} : b_1 \leq 0$ , it is suspected that there is no positive influence of X1 on Y  $H_{a1} : b_1 > 0$ , it is suspected that there is a positive influence of X1 on Y

Influence of Digital Marketing (X2) on Purchasing Decisions (Y)

$H_{02} : b_2 \leq 0$ , it is suspected that there is no positive influence of X2 on Y  $H_{a2} : b_2 > 0$ , it is suspected that there is a positive influence of X2 on Y. The conditions for this test are as follows:

If the significant level is 5%,  $H_0$  is rejected and  $H_a$  is accepted. If it is not significant 5%,  $H_0$  is accepted and  $H_a$  is rejected.

## 4. Results and Discussion

### 1. The Influence of Strategy on Purchasing Decisions for Elsabet Store Batik Products in Pekalongan.

Based on the results of hypothesis testing in this research, it is concluded that hypothesis H1 is accepted where Promotion Strategy has a positive and significant effect on purchasing decisions. In line with research (Irawan, 2020) which states that Promotion Strategy has a positive and significant influence on decisions, meaning that Promotion Strategy has an influence on consumers in deciding

before buying a product. In this case, it proves that if the company is able to have the right promotional strategy, consumers will buy the company's products so that the goal of increasing sales is expected to be achieved. Supported by the opinion of (Wahyuni, 2019) that promotional strategies are activities aimed at influencing consumers to become more familiar with the company's products and then feel like they are then willing to buy the products offered.

## **2. The influence of digital marketing on purchasing decisions for Elsabet Store Batik products in Pekalongan.**

Based on the results of hypothesis testing in this research, it is concluded that hypothesis H2 is accepted where Digital Marketing has a positive and significant effect on Purchasing Decisions. In line with research (Rapitasari, 2017) stating that Digital Marketing has a positive and significant influence on purchasing decisions. This shows that digital marketing is useful for consumers to obtain easy information anytime and anywhere in purchasing decisions. In this case, it proves that if a company is able to use digital marketing via Instagram appropriately, consumers can make purchasing decisions anytime and anywhere. Supported by the opinion of (Suyono, 2019) that digital marketing is a tool that contributes to marketing activities aimed at making profits and building and developing relationships with customers.

## **3. Promotion Strategy Variables (X1) and Digital Marketing Variables (X2) on Purchasing Decisions (Y).**

Based on the results of hypothesis testing in this research, it is concluded that hypothesis H3 is accepted where Promotional Strategy and Digital Marketing have a positive and significant effect on Purchasing Decisions. In line with research (Nurgiyantoro, 2020) states that promotional strategies and Digital Marketing have a positive and significant effect on purchasing decisions. This shows that Promotion Strategy with Digital Marketing is one aspect that can make purchasing decisions easier. In this case, it proves that if the company carries out the right promotional strategy by using digital marketing as a digital tool through Instagram, it will be able to make purchasing decisions easier for consumers, especially during the current Covid 19 pandemic.

Supported by the opinion of (Lestari & Saifuddin, 2020) that the correct use of promotional strategies through digital marketing is one aspect of consumers in choosing products. Because, with digital marketing, companies can capture the attention of consumers and make a company's products spread widely from one person to another.

## **5. Conclusions**

1. Based on the results of this research, H1 states that the Promotion Strategy has a positive and significant effect on purchasing decisions at the Batik Elsabet Store in Pekalongan. Therefore, promotional strategies are one aspect that can make consumers who were initially not interested in a product change their minds and become interested in the product so that purchasing decisions can be made. Promotional strategies must of course be considered so that sales of a product increase.
2. Based on the results of this research, H2 states that Digital Marketing has a positive and significant effect on purchasing decisions at the Batik Elsabet Store in Pekalongan. Therefore, Digital Marketing makes it very easy for consumers during the Covid-19 pandemic to provide information without having to visit the store directly. Based on the results of this research, H3 states that the influence of Promotion Strategy (X1) and Digital Marketing (X2) simultaneously

has a significant effect on purchasing decisions (Y). In this case, promotional strategies through digital marketing are an alternative strategy during the Covid 19 pandemic in marketing business products to consumers on a widespread basis. This means that there are no limits for producers to introduce their products to consumers and potential consumers. So the opportunity for a business to expand its market reach will continue to be large and the resulting turnover will also increase.

## Reference

- Cut Devi Maulidasari, dan Damrus. (2021). Dampak Pemasaran Online Di Era Covid-19. *Jurnal Bisnis dan Kajian Strategi Manajemen* Vol 4 No 2, 233-245
- Effendi, N. I., Mulyana, M., Apriani, A., Titing, A. S., Nugroho, H., Purnama, D., ... & Dewanthi, D. S. (2022). *Strategi Pemasaran*. Global Eksekutif Teknologi.
- Alfin. Achmad, (2021). Analisis Strategi Umkm Dalam Menghadapi Krisis Di Era Pandemi Covid-19. *Jurnal Inovasi Penelitian*, Vol.1 No.8, 1543- 1552
- Fiona Chiranta et.al. Tinjauan Yuridis Pertanggungjawaban Pemegang Saham Selaku Direktur Dalam Perseroan Perorangan Terhadap Putusan Pernyataan Kepailitan. (2023). *Primagraha Law Review*, 1(1), 57-70. <https://doi.org/10.59605/plrev.v1i1.361>
- Iswari, H. R., Anam, C., Rahma, A., Setiawan, B., Sirodjudin, M., Dayat, M., ... & Rahawarin, F. R. (2023). *MANAJEMEN UMKM DAN KEWIRAUSAHAAN Studi Kasus Dan Hasil Pemikiran*. SCOPINDO MEDIA PUSTAKA.
- Naimah, R. J., Wardhana, M. W., Haryanto, R., & Pebrianto, A. (2020). Penerapan digital marketing sebagai strategi pemasaran UMKM. *Jurnal IMPACT: Implementation and Action*, 2(2), 119-130.
- Pratama, O. (2023). A Perspective on Human Rights, the Economic Liberalization of Education Provision in Indonesia. *PLEDOI (Jurnal Hukum Dan Keadilan)*, 2(2), 192–206. <https://doi.org/10.56721/pledoi.v2i2.245>
- Rachmadi, T., & Kom, S. (2020). *The Power Of Digital Marketing (Vol. 1)*. Tiga Ebook. Rizaldi, T., & Putranto, H. A. (2018). Penerapan digital marketing sebagai strategi marketing dan branding pada UMKM. *Prosiding*.
- Rachmadi, T., & Kom, S. (2020). *The Power Of Digital Marketing (Vol. 1)*. Tiga Ebook.
- Rizaldi, T., & Putranto, H. A. (2018). Penerapan digital marketing sebagai strategi marketing dan branding pada UMKM. *Prosiding*.
- Rizqy Fajrian, M., & Sulistiyono, A. (2023). Tinjauan Yuridis Pailitnya PT. Merpati Nusantara Airlines Persero Akibat Kelalaian Terhadap Perjanjian Damai. *PLEDOI (Jurnal Hukum Dan Keadilan)*, 2(2), 171–179. <https://doi.org/10.56721/pledoi.v2i2.239>
- Sagita, G., & Wijaya, Z. R. (2022). Penerapan Digital Marketing Sebagai Strategi Pemasaran Bakmi Tando 07. *Jurnal Ekonomi, Bisnis Dan Manajemen*, 1(3), 24-31.
- Sari, O. H., Rukmana, A. Y., Munizu, M., Novel, N. J. A., Salam, M. F., Hakim, R. M. A., ... & Purbasari, R. (2023). *DIGITAL MARKETING: Optimalisasi Strategi Pemasaran Digital*. PT. Sonpedia Publishing Indonesia.
- Semiawan, C. R. (2010). *Metode penelitian kualitatif*. Grasindo.
- Sipahutar, H., Herlina, M., Wardani, D. K., Sulistiyono, D., & Pribadi, M. A. (2022). *PRAKTIK BAIK PELAYANAN MITIGASI BENCANA PEMERINTAH DAERAH*. Pascal Books.