DIGITAL TRANSFORMATION: REVOLUTIONIZING JESSICA COSMETIC'S MARKETING COMMUNICATION THROUGH DIGITAL PLATFORMS

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INTRODUCTION 1.1 Background E-commerce has a significant growth during the Covid-19 pandemic because people starting to reduce social interactions and it has impacted traditional commerce become less competitive, as stated by Governor of Bank Indonesia, Perry Warjiyo, that said "Bahwa perdagangan online e-commerce, marketplace, itu sangat luar biasa, bahkan bisa tumbuh 33,2 persen.". However, the growth of e-commerce does not always seamlessly but there are also some challenges. Recently lots of news in Indonesia reported about traditional commerce traders in one of the largest traditional markets protesting the existence of e-commerce, which has impacted their significant sales decline. Following the concern, we found a suitable sample for this project, called Jessica Cosmetic, a shop that sells cosmetic and skincare in Karawang. The owner of Jessica Cosmetic has commenced the business since 2007, it was a success before, they have many customers and can get a big profit every month by segmenting SES B-C. SES B-C individuals typically earn a moderate level of income, sufficient to cover essential expenses and some lifestyle choices. They may not have the financial resources for luxury items or extravagant spending, but they can generally maintain a comfortable standard of living (Ha & Lee, 2023). But over time, let alone after Covid-19 pandemic, customer behavior changed into looking for goods online. It is more challenging because Jessica Cosmetic could not compete with e-commerce traders due to lack of understanding on how to start the e-commerce business and the steps. Figure 1. Jessica Cosmetic shop Based on the situation of Jessica Cosmetic we would like to analyze and help Jessica Cosmetic to build their brand awareness and increase their sales. We will apply the use of IMC tools that have been taught through the course. Integrated Marketing Communication (IMC) is defined as a process of managing the relationship between producers and customers and the public at large to the marketing process that aims to create mutually beneficial relationships and improve the image of a brand, product, or service that is marketed. By using this IMC tool we are confident to achieve the objective because it provides structured and systematic guidelines and directions. The success of this project will be measured by brand awareness and sales transactions. 2 LITERATURE REVIEW The development of digital technology has changed the global business landscape, including in Indonesia. Micro, Small, and Medium Enterprises (MSMEs) play an important role in the national economy. Digital platforms such as social media and e-commerce have become crucial tools for MSMEs to increase visibility, reach a wider market and increase sales. To initiate digital marketing, begin by utilizing SOSTAC as the foundational structure, followed by the implementation of IMC Tools as strategic and tactical approaches. The SOSTAC model (Situational Analysis, Objectives, Strategy, Tactics, Actions, and Control) is a framework that has been proven effective in marketing strategic planning (Putera & Heikal, 2021). Using the SOSTAC model framework as a basis for conducting projects can help to maximize

Abstract

As technology evolves in our world, it changes many aspects of our lives. From doing small tasks such as doing our homeworks into changing businesses from traditional ways such as offline transactions into online transactions. This has also been accelerated by the existence of Covid-19 which limits customers from going outside of their houses in order to purchase goods. In addition, it became a huge impact for offline retailers to survive since their main income comes from customers. Thus, the usage of social media for business and E-commerce has significantly arisen.

Based on the description above, we as Public Relations students at President University who learn about digital marketing are interested in analyzing the impact of business digitalization on the sales performance. It is interesting to analyze this because we could know how digitalization really brings a huge impact and can open new opportunities to gain wider brand awareness and enhance competitiveness. To measure this, we have collaborated with Jessica Cosmetic, a small business that focuses on selling skin care, cosmetics, and body care. Over time it is more challenging for Jessica Cosmetic because the business could not compete with e-commerce sellers due to lack of understanding on how to start the e-commerce business.

In this case, we apply the use of IMC or Integrated Marketing Communication tools that have been taught through our course. Through this project, we know that there is indeed an influence between digital marketing on the progress of MSMEs, furthermore, Jessica Cosmetic shop is able to follow the business trend, brand awareness, and increase their sales performance by effectively using social media and e-commerce.

Keywords: Digital Transformation, Business Digitalization, Integrated Marketing Communication, Conventional Commerce, and Digital Marketing.

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