



**THE ANALYSIS OF OMNICHANNEL STRATEGY
IMPLEMENTATION TOWARDS ABI GARMENT, ACEH**

THESIS

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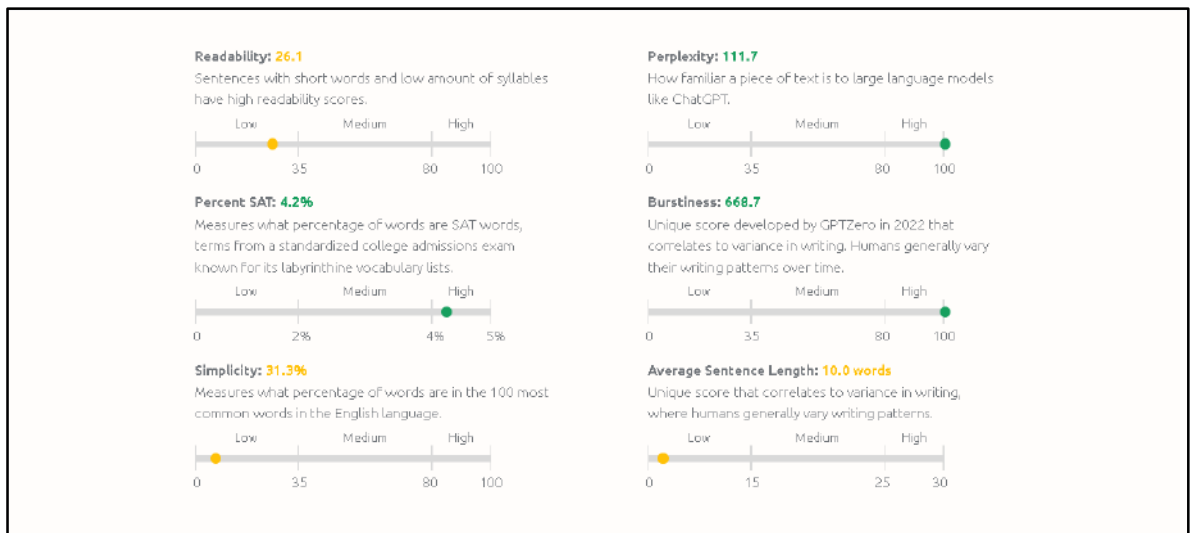
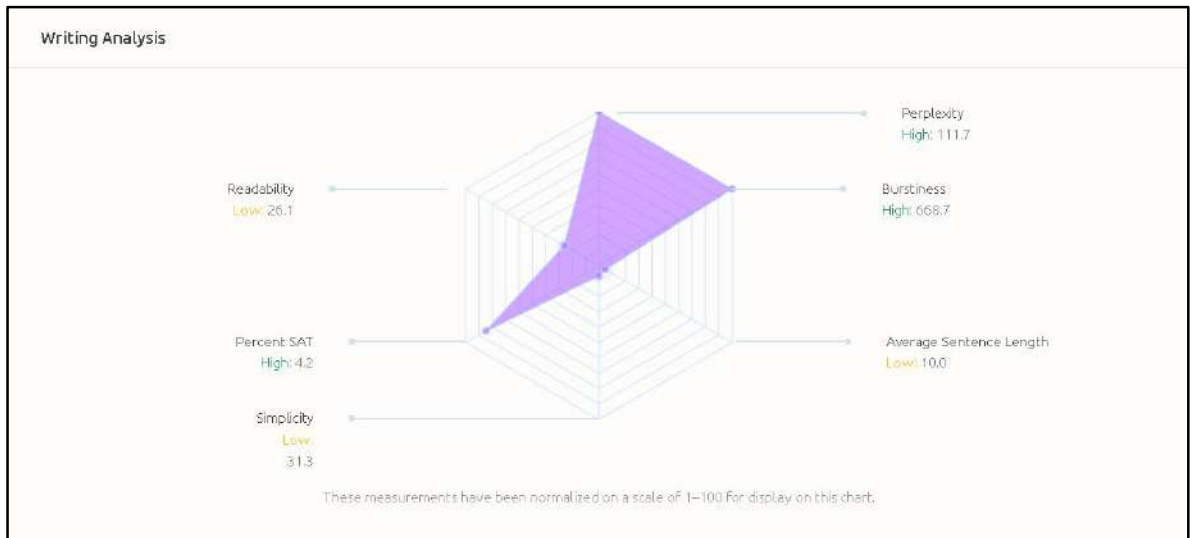
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ABSTRACT

This research delves into implementing an omnichannel strategy at Abi Garment, aiming to dissect its advantages, disadvantages, and impact on company performance. Emphasizing the seamless integration of technology and human expertise, the study employs a qualitative research design, incorporating interviews with internal staff and an external informant, and scrutinizes operational processes, particularly in goods' arrival and classification. The findings highlight the pivotal role of consumer engagement in shaping brand narratives and optimizing omnichannel strategies. Challenges linked to human errors underscore the necessity for streamlined procedures and strategic technological adoption. In conclusion, the research establishes that a successful omnichannel strategy necessitates a customer-centric approach coupled with technological adeptness. Abi Garment is an illustrative example, offering practical insights into the complexities of omnichannel execution. The study concludes that harmonizing technology and human elements is essential for effective omnichannel implementation. Implications drawn from this research provide valuable insights for future endeavours in retail management. The intricate dynamics of omnichannel strategies revealed through Abi Garment's case study underscore the need for continuous adaptation and refinement. This research contributes to the ever-evolving landscape of retail management, guiding future studies and strategic decisions in navigating the challenges and opportunities of omnichannel retailing.

Keywords: Omnichannel strategy, Consumer Engagement, Operational Efficiency, Abi Garment, Retail Management.

ABSTRAK

Tesis ini menggali lebih dalam tentang penerapan strategi omnichannel pada Abi Garment dengan tujuan untuk menganalisis kelebihan, kekurangan, dan dampaknya terhadap kinerja perusahaan. Dengan penekanan pada integrasi teknologi dan peran manusia, studi ini menggunakan desain penelitian kualitatif yang mengombinasikan wawancara dengan staf internal dan responden eksternal, serta menginvestigasi proses operasional, terutama dalam hal kedatangan dan klasifikasi barang. Temuan dari penelitian ini menyoroti peranan penting partisipasi konsumen dalam membentuk identitas merek dan meningkatkan efektivitas strategi omnichannel. Tantangan yang terkait dengan kesalahan manusia menekankan perlunya prosedur yang lebih sederhana dan penerapan teknologi yang strategis. Secara keseluruhan, tesis ini menyimpulkan bahwa strategi omnichannel yang berhasil membutuhkan pendekatan yang berfokus pada pelanggan, didukung oleh keahlian teknologi. Abi Garment digunakan sebagai contoh ilustratif yang memberikan wawasan praktis tentang kompleksitas penerapan omnichannel. Studi ini menekankan bahwa harmonisasi antara teknologi dan aspek manusia sangat penting untuk mencapai efektivitas dalam penerapan omnichannel. Implikasi dari penelitian ini memberikan wawasan berharga bagi upaya manajemen ritel di masa depan. Dinamika kompleks dari strategi omnichannel yang terungkap melalui studi kasus Abi Garment menegaskan pentingnya adaptasi dan peningkatan berkelanjutan. Penelitian ini memberikan kontribusi pada perkembangan terus-menerus dalam manajemen ritel, membimbing studi dan keputusan strategis di tengah tantangan dan peluang yang dihadapi oleh ritel omnichannel.

Kata Kunci: Strategi Multisaluran, Keterlibatan Konsumen, Efisiensi Operasional, Abi Garment, Manajemen Ritel.

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LIST OF ABBREVIATIONS

BAWASLU	: General Election Supervisory Body
CRM	: Customer Relationship Management
GDP	: Gross Domestic Product
IAIN	: State Islamic Institute
IT	: Information Technology
MAN	: State Aliyah Madrasah
PDH	: Field Service Clothing
ROPO	: Research Online, Purchases Offline
RRL	: Related Research Literature
SMAN	: Public Senior High School
TV	: Television
US	: United States