
Analyzing the Impact of Social Media and SEO on Sales Growth for Mandjha Ivan Gunawan Products

Nur Andriani¹ M. Dadi Priadi² Yuyun Yuniarsih³ Silsi Sabila⁴

¹²³⁴Sangga Buana University, Indonesia

Correspondent: Andrianinur28@gmail.com

Received : June 22, 2024

Accepted : August 22, 2024

Published : August 31, 2024

Citation: Andriani, N., Priadi, M. D., Yuniarsih, Y., Sabila, S. (2024). Analyzing the Impact of Social Media and SEO on Sales Growth for Mandjha Ivan Gunawan Products. *Sinergi International Journal of Management and Business*, 2(3), 159-166.

ABSTRACT: In the digital era, digital marketing has become increasingly important for expanding market share and boosting sales for companies. The aim of this study is to analyze the impact of digital marketing on sales growth and identify barriers to its implementation. PT Ivan Cipta Mukti Perkasa is one of the companies in the fashion industry owned by a renowned Indonesian designer, which sells women's Muslim clothing. This type of research is qualitative with a descriptive approach. Data collection techniques were conducted through interviews, observations, and documentation from sources at PT Ivan Cipta Mukti Perkasa. The results of this study indicate that PT Ivan Cipta Mukti Perkasa has implemented digital marketing well, but has not yet fully utilized all types of digital marketing. In this study, PT Ivan Cipta Mukti Perkasa has applied various digital marketing strategies in running its business, such as the use of websites, social media marketing, SEO, and advertising. The results of the implementation of digital marketing have successfully had a positive impact on sales growth. However, several barriers were also identified in the implementation of digital marketing.

Keywords: Digital Marketing, Marketing Strategy.



This is an open access article under the CC-BY 4.0 license

INTRODUCTION

In the era of the Fourth Industrial Revolution, companies worldwide are striving to leverage digital technology to strengthen their position in an increasingly competitive market (Alnemer, 2022; Crick, 2021; Waller et al., 2019). With society becoming more connected through the internet, digital marketing has become one of the main strategies to reach a wider target market (Low et al., 2020). Companies, including PT Ivan Cipta Mukti Perkasa, the owner of Mandjha Ivan Gunawan, are no exception to this trend. Facing fierce competition, Mandjha Ivan Gunawan has chosen to focus on digital marketing as one of his main strategies (Brown et al., 2018; Ramanathan, 2022; Sunder M. & V., 2022).

PT Ivan Cipta Mukti Perkasa is a company in the fashion industry owned by a renowned Indonesian designer, selling women's Muslim clothing. Established in 2017 and located at Jl Siswa

Pejuang 45 No. 60, Bandung, this company, owned by a famous Indonesian artist and designer, is known as "Mandjha Ivan Gunawan." The products offered include Muslim women's wear such as patterned hijabs, plain hijabs, and elegant, comfortable clothing suitable for teenagers, adults, and the elderly. In facing intense business competition, this company uses digital marketing as one of the strategies to market products more widely and increase sales (Dasgupta, 2019; Keller, 2018; Sheninger, 2019).

Using social media, especially Instagram, as a marketing platform has become a smart choice for this company. With the number of Instagram users continuously increasing, Mandjha Ivan Gunawan has greater access to promote his products to potential consumers (Bai et al., 2021; Ingtyas et al., 2021; Sukwadi & Caesar, 2022; Zhang et al., 2021). Data from Mandjha Ivan Gunawan's Instagram visitors show consistent growth over time, providing evidence that this marketing strategy is effective in attracting consumer attention (Sudrajat et al., 2022).

Besides social media, Mandjha Ivan Gunawan has also optimized his official website as an online sales channel. However, data shows a decline in visitors in early 2023, impacting product sales through the website. This indicates that there are barriers that need to be addressed in the company's digital marketing strategy (Balyer & Öz, 2018; Khan, 2021; Spires et al., 2020). From this phenomenon, the researcher is interested in conducting research on the digital marketing strategy of PT Ivan Cipta Mukti Perkasa and the obstacles encountered during digital marketing (Amirault, 2021). Proper digital marketing plays a crucial role in the success of a company's business (Ahlquist, 2020; Harjo et al., 2021; Kaplan & Haenlein, 2016; Scherer et al., 2019). The data obtained regarding digital developments has intrigued the author to further understand how the digital marketing development at PT Ivan Cipta Mukti Perkasa (Mandjha) has progressed, whether the strategies implemented have been optimal, as it will affect the sales results of Mandjha Ivan Gunawan products (Chakraborty et al., 2023; Vashishth et al., 2021).

Previous research on digital marketing strategies explained the transition from conventional offline marketing to online marketing (Rachmadewi, Firdaus, Qurtubi, Sutrisno, & Basumerda, 2021). Another study, an analysis of digital marketing strategies to increase sales at El Nuby Arabic Shop, practiced online digital marketing strategies through social media such as Facebook, Instagram, and WhatsApp, using qualitative research methods for data collection through observation, interviews, and documentation (Sikki, Yuniarsih, & Sundari, 2021).

METHOD

The research method used in this study is Qualitative Research employing Triangulation. The research was conducted at PT Ivan Cipta Mukti Perkasa, which is the object of study. The number of respondents includes key informants such as Head Manager Digital Marketing Mr. Jico, Digital Content Creator Mr. Rizki, and several employees from the digital marketing division.

Data collection processes involve several techniques: direct observation of digital marketing content and strategies via Instagram and the company's website, in-depth interviews with management and employees of the digital marketing division, and analysis of documents related

to digital marketing strategies. Data from interviews and observations will be processed using triangulation techniques to ensure the accuracy and validity of findings.

Performance benchmarks are measured based on structured and well-documented data analysis, combining information from in-depth interviews, supporting data, and observations of company documents. This approach aligns with the rational, empirical, and systematic principles of qualitative research as outlined by Sugiyono (2019).

RESULT AND DISCUSSION

Research Results

a. Digital Marketing Strategy Through Websites

Mandjha uses Berdu as a platform to market their products digitally through their website. Berdu is known for its attractive appearance and ease of use. The Mandjha website displays various complete features regarding products, makes it easier for customers to find the products they need, and even provides a WhatsApp chat feature for direct questions from customers.



Figure 2 Mandjha Website

b. Digital Marketing Strategy Through SEO

The right digital marketing strategy for Hijabmandjha.com involves market segmentation for Ivan Gunawan fans, with a focus on mothers aged 35 years and over who are looking for hijab and Muslim fashion products. The target market is middle to upper class individuals who are used to shopping online. From the results of in-depth interviews, the positioning of the

Hijabmandjha.com website is clothing designed by Ivan Gunawan, who is a famous designer and artist who has undoubted product quality. If searched in Google search, with the keyword Ivan Gunawan hijab, Hijabmandjha.com occupies the first position.

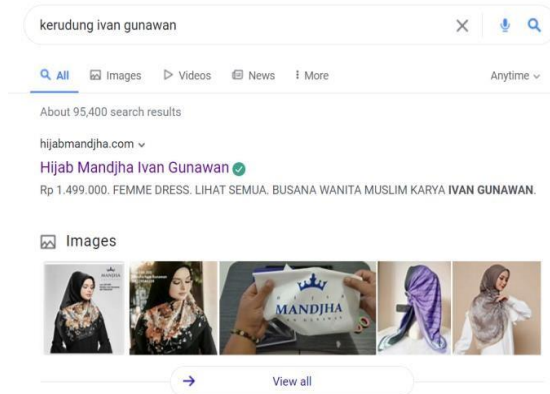


Figure 3 SEO Mandjha Ivan Gunawan

c. Digital Marketing Strategy Through Social Media Marketing

Social media, especially Instagram, has become one of the most effective digital marketing strategies used by Mandjha Ivan Gunawan, with a number of followers reaching 518 thousand Instagram users. Through Mandjha's Instagram, Ivan Gunawan can access a market share of more than one billion monthly active users, and continues to develop innovative features such as Instagram Stories, ITV, and Reels, so that brands can interact with audiences through various types of content. Mandjha Ivan Gunawan's digital marketing process via Instagram includes several stages, from pre-launching to after-launching, which involves creating interesting content and engagement strategies with the audience. Good Instagram management, including consistency in posting, interaction with followers, and use of features such as direct links and highlights, is carried out to increase sales of Mandjha products. The content strategy used includes audience introductions, educational content, promotions, product tutorials, and testimonials, with A/B testing to determine its effectiveness.



Image 4 Mnadjha Ivan Gunawan's Instagram

d. Digital Marketing Strategy Through Online Advertising

Digital marketing strategy through online advertising is an effective approach in increasing sales of Mandjha Ivan Gunawan products. The steps taken by Mandjha Ivan Gunawan in digital marketing through advertising include creating a new campaign by selecting appropriate campaign objectives, preparing a manual campaign by determining the right budget, identifying the target audience based on location, age and interests, as well as placing advertisements on platforms. the right platforms like Instagram Feed, Stories, and Reels, as well as Facebook Home. The videos to be advertised are selected through manual upload or using relevant Instagram posts, by including an advertising destination link that leads to the Mandjha website.

e. Digital Marketing Strategy Through Email Marketing

Although email marketing is an effective digital marketing strategy for maintaining relationships with existing customers and improving relationships with new customers, companies have not yet fully adopted this strategy. So far, email marketing has only been used for internal company purposes without carrying out marketing via email to customers. However, the potential for implementing email marketing as a means of retaining customers and strengthening the company's image remains open and can be explored further.

f. Barriers to Implementing Digital Marketing Strategies

Even though Mandjha has implemented a digital marketing strategy, various obstacles are still faced in the process. One of the biggest obstacles is fraud in the name of Mandjha, which results in a decrease in customer trust. Apart from that, payments via the website are still limited to bank transfer methods only, not including payments using credit cards. A lack of internal human resources in the digital marketing sector is also a challenge, along with limited data and analysis to evaluate the effectiveness of digital marketing campaigns. Limited budget for advertising on websites is also a limiting factor in optimizing a company's digital marketing strategy.

Based on observations and in-depth interview analysis, it can be concluded that PT Ivan Cipta Mukti Perkasa's digital marketing strategy for Mandjha Ivan Gunawan products encompasses various aspects, with a significant focus on digital marketing strategies through the website. The company ensures that the Mandjha website is consistently updated with an attractive design, relevant and up-to-date content, and user-friendly navigation. PT Ivan Cipta Mukti Perkasa has successfully implemented Search Engine Optimization (SEO) strategies, as evidenced by the website's prominent visibility in search engine results for relevant keywords like "{hijab ivan gunawan}". SEO optimization helps enhance website visibility and maintain top rankings in search engine results, contributing to brand awareness and customer trust.

Furthermore, the company effectively utilizes social media, particularly Instagram, as part of its Social Media Marketing strategy. Following the content marketing principles the strategy includes setting content goals, targeting specific audiences, creating creative content, and distributing content through advertisements. High-quality visuals on Instagram play a crucial role in engaging the audience creatively and aesthetically, using filters and photography techniques to highlight

Analyzing the Impact of Social Media and SEO on Sales Growth for Mandjha Ivan Gunawan Products

Andriani, Priadi, Yuniarsih, and Sabila

product details and quality. Collaborations with relevant influencers further enhance brand awareness and drive sales.

In addition to social media, online advertising plays a pivotal role in increasing brand awareness and differentiating Mandjha Ivan Gunawan from its competitors. Targeted and compelling ad campaigns help increase brand recognition among target groups and retain existing customers. Despite these successes, PT Ivan Cipta Mukti Perkasa faces common challenges in digital marketing, such as limited advertising budgets, inadequate human resources and time, and insufficient data and analysis capabilities, which can hinder campaign optimization and desired outcomes.

The sales data obtained from Mandjha Ivan Gunawan products during the year 2023 reflects the success of their digital marketing efforts. The company exceeded its annual sales target of 8.8 million with actual sales reaching 9 million, demonstrating the effectiveness of their digital marketing strategies through the website and Instagram. Despite facing challenges, PT Ivan Cipta Mukti Perkasa has effectively implemented digital marketing strategies, contributing to its competitive edge in the digital era.

CONCLUSION

Based on observations and in-depth interview analysis, it can be concluded that Mandjha Ivan Gunawan's digital marketing strategy has achieved satisfactory results. With an attractive and user-friendly website design, as well as content that aligns with the principles of Digital Marketing 4.0, the website's visitor numbers have significantly increased. The implementation of SEO on the *hijabmandjha.com* website has also proven effective, placing it at the top of the search results for relevant keywords. Additionally, the use of Instagram social media has been well-executed, including efficient management, strategic promotions, engaging copywriting, and collaborations with influencers, all of which have successfully attracted customer interest. However, several common obstacles in the implementation of digital marketing, such as limited advertising budgets, a lack of human resources, and insufficient data and analysis on the effectiveness of digital marketing strategies, remain challenges that need to be addressed.

REFERENCES

- Ahlquist, J. (2020). *Digital Leadership in Higher Education: Purposeful Social Media in a Connected World*. Routledge.
- Alnemer, H. A. (2022). Determinants of digital banking adoption in the Kingdom of Saudi Arabia: A technology acceptance model approach. *Digital Business*, 2(2). <https://doi.org/10.1016/J.DIGBUS.2022.100037>

Analyzing the Impact of Social Media and SEO on Sales Growth for Mandjha Ivan Gunawan Products

Andriani, Priadi, Yuniarsih, and Sabila

- Amirault, R. J. (2021). *The Next Generation Digital Learning Environment: Strategies for Higher Education Leaders*. Routledge.
- Bai, C., Quayson, M., & Sarkis, J. (2021). COVID-19 pandemic digitization lessons for sustainable development of micro-and small- enterprises. *Sustainable Production and Consumption*, 27, 1989–2001. <https://doi.org/10.1016/J.SPC.2021.04.035>
- Balyer, A., & Öz, Ö. (2018). Academicians' views on digital transformation in education. *International Online Journal of Education and Teaching*, 5(4), 809–830.
- Brown, C., Czerniewicz, L., & Huang, C. W. (2018). Digital Leadership. In *Encyclopedia of Information Science and Technology, Fourth Edition* (pp. 2995–3004). IGI Global.
- Chakraborty, D., Siddiqui, M., & Siddiqui, A. (2023). Can Entrepreneurial Spirit Accelerate Local Agri-Food Consumption: A Mediation Moderation Analysis using Theory of Consumption Values. *Journal of International Food and Agribusiness Marketing*, 35(4), 535–557. <https://doi.org/10.1080/08974438.2022.2035882>
- Crick, T. (2021). Covid-19 and Digital Education: a Catalyst For Change? *ITNOW*, 63(1), 16–17.
- Dasgupta, P. (2019). Transforming Higher Education Through Digital Leadership. In *Handbook of Research on Digital Content, Mobile Learning, and Technology Integration Models in Teacher Education* (pp. 382–398). IGI Global.
- Harjo, D., Rulandari, N., Alfani, A., & Syachlin, R. (2021). Digital Transformation of Self Assessment System on Final Income Tax in Small Micro Business and Medium at Pratama Tax Office of West Bekasi. *Ilomata International Journal of Tax and Accounting*, 2(3), 209–221. <https://doi.org/10.52728/IJTC.V2I3.285>
- Ingyas, F. T., Ampera, D., Wahidah, S., Purba, A. S., & Amal, B. K. (2021). Development of. *Product Design" Learning Based On Kkni through Creative Industry Students*. *Rigeo*, 11(3).
- Kaplan, A. M., & Haenlein, M. (2016). Higher education and the digital revolution: About MOOCs, SPOCs, social media, and the Cookie Monster. *Business Horizons*, 59(4), 441–450.
- Keller, C. (2018). Digital Leadership in Higher Education. In *Encyclopedia of Information Science and Technology, Fourth Edition* (pp. 1806–1813). IGI Global.
- Khan, B. H. (2021). *Digital Leadership in Higher Education: A Handbook for Emerging Leaders*. Routledge.
- Low, S., Ullah, F., Shirowzhan, S., Sepasgozar, S. M. E., & Lee, C. L. (2020). Smart digital marketing capabilities for sustainable property development: A case of Malaysia. *Sustainability (Switzerland)*, 12(13). <https://doi.org/10.3390/SU12135402>
- Ramanathan, A. (2022). Digital Leadership in Higher Education: Rediscovering the Human Side of Leadership in the Digital Era. *International Journal of Digital Leadership in Education*, 1(1), 45–58.
- Scherer, R., Siddiq, F., & Tondeur, J. (2019). The technology acceptance model (TAM): A meta-analytic structural equation modeling approach to explaining teachers' adoption of digital

- technology in education. *Computers and Education*, 128, 13–35. <https://doi.org/10.1016/J.COMPEDU.2018.09.009>
- Sheninger, E. C. (2019). Digital Leadership for Transforming Higher Education. *Journal of Higher Education Management*, 34(1), 32–46.
- Spires, H. A., Morris, C. B., & Kerkhoff, S. N. (2020). *Digital Transformation and Innovation in Chinese Education*. IGI Global.
- Sudrajat, A., Megawati, L., & Munasto, D. (2022). The Influence of Business Capital and Marketing Strategy on The Development of Msmes. *Quality - Access to Success*, 23(190), 355–361. <https://doi.org/10.47750/QAS/23.190.37>
- Sukwadi, R., & Caesar, A. (2022). An integrated approach for supply chain risk management. *Engineering Management in Production and Services*, 14(1), 38–48. <https://doi.org/10.2478/EMJ-2022-0004>
- Sunder M., & V. (2022). Digital Leadership in Higher Education. In *Handbook of Research on Future of Work and Education: Implications for Curriculum Delivery and Work Design* (pp. 276–291). IGI Global.
- Vashishth, A., Prasad, M., Shenoy, P., & Mohnot, J. (2021). Taking Stock and Moving Forward: A Case for Organizational Theories in Service Quality Research. *Services Marketing Quarterly*, 42(3–4), 208–233. <https://doi.org/10.1080/15332969.2021.1976552>
- Waller, R. E., Lemoine, P. A., Mense, E. G., & Richardson, M. D. (2019). Higher education digital leadership in the 21st century. *International Journal of Education Humanities and Social Science*, 2(3), 1–17.
- Zhang, Y., Abbas, M., & Iqbal, W. (2021). Analyzing sentiments and attitudes toward carbon taxation in Europe, USA, South Africa, Canada and Australia. *Sustainable Production and Consumption*, 28, 241–253. <https://doi.org/10.1016/J.SPC.2021.04.010>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Rachmadewi, I. P., Firdaus, A., Qurtubi, Sutrisno, W., & Basumerda, C. (2021). Analisis Strategi Digital Marketing Pada Toko Online Usaha Kecil Menengah. *Jurnal Intech Teknik Industri Universitas Serang Raya Vol 7 No 2*, 121-128.
- Sikki, N., Yuniarsih, Y., & Sundari, A. (2021). Strategi Pemasaran Digital Untuk Meningkatkan Penjualan El Nuby Arabic Shop. 1st E-proceeding Senriabdi. 1, pp. 360-371. Surakarta: Universitas Sahid Surakarta.