



# IMOKEY's integrated marketing communication strategy in increasing product Sales in 2022

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## ABSTRACT

### Keywords

Fashion Brand Local  
Communication  
Communication Strategy  
Integrated Marketing Communication

Fashion trends is currently in great demand by the public, especially young people in 2022. This makes local brands in Indonesia try to fulfill the wishes of the community by becoming a local brand that is able to win the competition between local brands in Indonesia. One of the local brands that must face competition is IMOKEY, a local fashion brand in Yogyakarta which was founded in 2016, IMOKEY uses an Integrated Marketing Communication Strategy to face competition and increase sales in 2022. The purpose of this research is to find out the implementation of IMOKEY's integrated marketing communication strategy in increasing product sales in 2022. The method in this research is descriptive qualitative with data collection techniques with interviews and documentation. This study found that IMOKEY uses marketing communication to increase brand awareness and maximize marketing communication by implementing 6 tools from 8 tools of integrated marketing communication strategy. Of the many tools used, IMOKEY excels in utilizing Online & Social Media Marketing strategy tools by utilizing Instagram and TikTok social media, but in its implementation IMOKEY is still not optimal because it does not have an assessment sheet to measure the success of the strategy. Researchers suggest to IMOKEY to be maximized in implementing IMC strategies, one of which is by providing a measuring tool for the success of the tools used.

## 1. Introduction

Fashion trends are popular things that are favored by many people, especially young people Zhao & Min (2019), giving rise to various phenomena of fashion trends that develop in the community such as Citayem Fashion Week and on social media. The phenomenon of fashion trends, then arouse entrepreneurs in Indonesia to establish a trademark that focuses on fashion to meet the demand of the wider community. Survey data in 2021, involving 1,627 respondents, showed that 94% of respondents prefer local brands from Indonesia and the rest choose international brands in buying the desired fashion product needs (Zhao & Min, 2019). In line with the growth and opportunities in the local brand business, competition between local brands for profit is inescapable. Therefore, every local brand in Indonesia must form a marketing communication strategy to survive in the competition (Nada rahmi et al., 2022).

Marketing communication is the most vital role in marketing activities, it is a process of conveying a message aimed at others with the aim of providing information, understanding attitudes or opinions face-to-face or through communication media (Amin & Priansah, 2019). Communication is used in marketing to convey information about the company or its products to the public, so that the audience who does not know, to know about the company or products of the company (Meier et al., 2021). From the development of marketing communication, integrated marketing communication or also known as Integrated Marketing Communication (IMC) was born. The development of marketing

communication is the existence of integrated marketing communication or also known as Integrated Marketing Communication (IMC) (Ilmy, 2021).

Integrated Marketing Communication (IMC) is a concept carried out by companies coordinating various communication channels to send messages or information that is clear, consistent and convinces consumers or potential consumers of the company and its products (Wardhana, 2022). Communication activities in marketing are very important, because the activities of disseminating messages and information that contain a clear and persuasive purpose so that it will increase the potential for consumers or potential consumers to be interested in the products offered so that they will buy the product (O’Cass & Wetzels, 2018). Therefore, with the application of IMC, which is able to coordinate all components of the communication channel, it will spread clear and persuasive information more widely and generate sales of products or services. With the application of IMC which is able to coordinate all components of communication channels will spread clear and persuasive information more widely and generate sales of products or services (Ilmy, 2021).

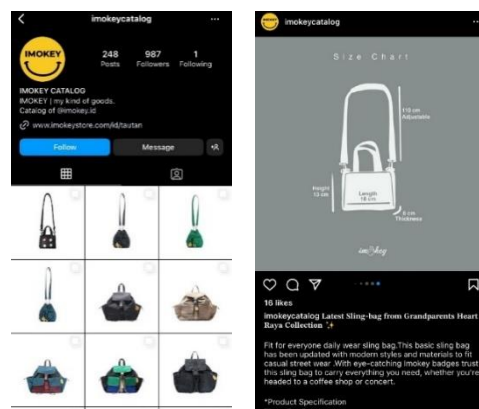
There is one local fashion brand that has used IMC strategies to face competition to survive in the hustle and bustle of the local fashion industry, namely IMOKEY (J. Craig Andrews & Shimp, 2018). This fashion company is a local brand from Yogyakarta that was established in 2016. The uniqueness of IMOKEY is that it is a local story-telling brand that raises campaigns about the phases of human life, especially young people, and convinces consumers to be fine. The campaign is also tucked through the name of the IMOKEY brand which comes from the English 'I am Okay' contained in the products sold and content that can be found through the IMOKEY social media account (Anand, 2020).

During its business, IMOKEY has quite a lot of competitors in Yogyakarta, given that local brands are currently the first choice of people when buying fashion items. The competitors that IMOKEY must face are Zakwoow style and CRSL (Anand, 2020). Therefore, to face the existing competition and to be able to sell more products, IMOKEY has implemented an Integrated Marketing Communication (IMC). An example of an Integrated Marketing Communication (IMC) strategy that has been implemented by IMOKEY is through online and social media marketing via Instagram and advertising in 2022 (Finne & Grönroos, 2009).

Because IMOKEY is a local brand that focuses on product sales, in the implementation of Integrated Marketing Communication IMOKEY presents product photos with detailed product descriptions that can be seen by consumers or potential consumers who will buy, the strategy is packaged through a special Instagram account with the username @imokeycatalog which was only created in 2022 (Wono et al., 2023).

### Image 1.1 Instagram @imokeycatalog

#### Image 1.2 Product details



Source : Instagram IMOKEY (<https://www.instagram.com/imokeycatalog/>)

In terms of advertising tools, IMOKEY first did endorsement advertising on bands that were performing live using products from IMOKEY. Unlike the endorsement in general that is done which reviews the product through social media, in 2022 IMOKEY did an endorsement on the band Lomba Sihir & Olski who was performing in front of a large audience. In the advertisement, all members of

the banf used products from IMOKEY both from clothing and others. With the advertising strategy carried out by demonstrating the product directly in the gig activities carried out by Lomba Sihir & Olski in front of fans of each band, who indirectly already know about the original form of the product and make fans want to have or be interested in the products used by their idols.

**Image 1.3 Endorsment Lomba Sihir**



Source : Instagram IMOKEY (Archive)

The researchers team chose 2022 as the year of research, because this year is the year of the 'new normal' era, which is the movement of economic revival after COVID-19 which limits the movement of entrepreneurs in selling their products freely. In that year, all efforts were made by other business activists to recover from the downturn experienced. In order to face competition and increase the number of sales, IMOKEY implemented IMC strategies in its marketing process in 2022.

As for the previous research conducted by (Abney et al., 2019), (Musyaffa & Dunan, 2019) and (Kurnia Yuli Sintakarini et al., 2023), in this study it was found that the application of IMC strategies was able to influence the increase in product sales even though only some integrated marketing strategy tools were effective. Therefore, in this context, researchers want to know the effect of IMOKEY's integrated marketing communication strategy on increasing sales.

Based on this description, researcher teams' interest of the uniqueness of IMOKEY and the application of IMC strategies applied in facing competition and efforts to increase sales in 2022 which is the year of the 'new normal', therefore researchers want to know the Integrated Marketing Communication strategy carried out by IMOKEY in increasing product sales in 2022.

## 2. Method

This research uses qualitative research, Researchers describe narratively the IMC strategy activities carried out by IMOKEY to increasing the number of sales in 2022. According to Denzin and Lincoln, qualitative research is a study that uses a natural setting with the aim of interpreting phenomena that occur and is carried out by involving various existing methods (Amanova & Andryani, 2023). While the approach used by researchers is descriptive qualitative, researchers describe the state of the subject under study with the facts that occur (Qorin Munandiyal & Fajar Junaedi, 2022).

Researchers use interview data collection techniques and documentation, these techniques is to find out the IMC strategy carried out by IMOKEY in increasing the number of sales. The research team used in-depth interview techniques, which is the process of obtaining information for research purposes by question and answer face-to-face between the interviewer and the interviewee, with or without using an interview guide. In this interview, the informant interviewed by the research team was the Head Marketing of IMOKEY.

In order for the data obtained to be easily understood, researchers use data analysis techniques. Miles and Huberman (Miles & Huberman, 2012). suggest that activities in analyzing qualitative analysis data are carried out interactively which is carried out continuously until it is complete. This technique consists of data reduction which means summarizing, selecting the main things, focusing on important things and make it easier for researchers to collect data, the second is presenting data,

namely presenting data through brief descriptions, graphs, charts and others, the last is conclusion or verification, namely drawing conclusions supported by evidence that has been obtained so that the conclusion can provide a credible conclusion.

### 3. Result and Discussion

#### 3.1 Trend Integrated Marketing Marketing IMOKEY

The function of implementing marketing communication is designed to improve 8 aspects of a brand, namely category needs, brand awareness, brand knowledge, brand attitudes, offender/buyer facilitation, behavioral/buyer intentions, purchase behavior, satisfaction after purchase (Rambocas & Pacheco, 2018). Based on data obtained from IMOKEY's Head of Marketing, the use of marketing communication on IMOKEY is prioritized to increase brand awareness, provides information to a wide audience which is then carried out primarily, namely purchasing behavior which increases the number of product sales from IMOKEY.

To develop marketing communication activities to be maximized, IMOKEY has implemented 6 tools out of 8 tools in the Integrated Marketing Communication strategy in 2022. As we know, tools of integrated marketing communication strategies consist of 8 communication tools namely advertising, sales promotion, events & experiences, public relations & publicity, online and social media marketing, mobile marketing, direct & database marketing, personal selling (Kotler & Keller, 2016).

The communication tools that are not applied by IMOKEY in the Integrated Marketing Communication strategy in 2022 to increase sales are public relations & publicity and events & experiences because in 2022 it is still hindered by Covid - 19 which still prohibits crowded activities. All the 6 IMC strategy activities applied by IMOKEY can be analyzed through the following table:

**Table 1. 6 IMC strategy activities applied by IMOKEY**

NO	IMC Strategy	Activities	Frequency	Implementation time
1.	Advertising	Key Opinion Leader (KOL)	41 times in a year	January – December 2022
		Instagram Ads	48 times in a year	January – December 2022
2.	Sales Promotion	Discount	12 times in a year	January – December 2022
		Voucher for Birthday	Daily in a year	January – December 2022
		Tie In	Once in a year	September 2022
3.	Online & Social Media Marketing	Instagram	730 contents in feeds. 1.460 contents in story.	January – December 2022
		TikTok	365 Content in a year	January – December 2022
4.	Mobile Marketing	Contact Admin	Daily in a year	January – December 2022
5.	Direct & Database Marketing	Group of Member	Daily in a year	January – December 2022
6.	Personal Selling	Shopkeeper	Daily in a year	January – December 2022

Based on the data obtained by the research team, the implementation of 6 tools in the IMC strategy has been implemented throughout the year except for the sales promotion tool, which was only implemented once in 2022. The activity of the sales promotion is tie-in activity which collaborated with the real-food brand in September 2022 and was only carried out for one month.

Of the six IMC strategies carried out by IMOKEY, IMOKEY has obstacles in the implementation of Advertising, Sales Promotion, Personal Selling, and Online & Social Media Marketing. The obstacles experienced in advertising are because it does not have success indicators to measure the performance of advertising, it does not have guidelines for the future. Obstacles in sales promotion, IMOKEY found that consumers do not use vouchers to the fullest because of their seasonal voucher. The last one is personal selling, the personal selling referred to by IMOKEY is the shopkeeper in charge of the offline store who has shortcomings due to the lack of soft selling training to consumers.

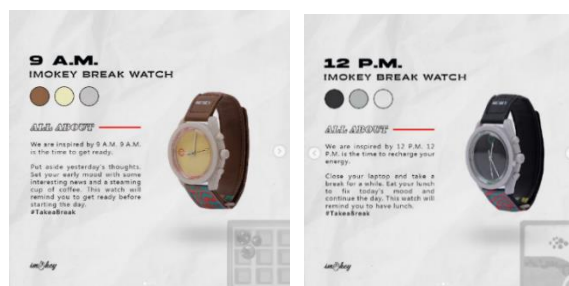
In this study, according to IMOKEY's head of marketing datas, the most frequently used and most effective strategic tool is the Online & Social Media Marketing strategy that utilizes Instagram and TikTok, although IMOKEY has obstacles because it does not yet have an assessment to measure success precisely effectively. This is influenced by the existence of consistent content management and planning every day carried out by IMOKEY in 2022, seen in the data table above the activities of the Online & Social Media Marketing strategy tool have the most consistent and most frequent activities carried out.

### 3.2 Trend Platform (Result)

The strategic tool that IMOKEY often uses in implementing integrated marketing strategies is Online & Social Media Marketing. In this activity IMOKEY utilizes Instagram and TikTok by sharing various content that is informative, entertaining and others. The content is shared through the feeds, reels and Instagram story features on Instagram social media and video content on TikTok social media. As for the differences in content on Instagram and TikTok IMOKEY, namely:

On social media Instagram, IMOKEY has two different Instagram accounts in running its business. One Instagram account is a special account that contains detailed product information from IMOKEY and one main account as an advertising and sales media which is a promotional account loaded with various content produced by IMOKEY with the username @imokey.id. IMOKEY's main Instagram currently has 191,000 followers spread across Indonesia. This IMOKEY Instagram account has been formed since 2016. In the main account, IMOKEY not only produces product promotion content with model backgrounds and so on, but also often shares content containing campaigns launched by IMOKEY. The IMOKEY campaign contains the phases of human life, especially the lives of young people who are looking for themselves. With the campaign inserted in the marketing of products and the running of IMOKEY's business, it provides an experience that is rarely found by buyers of a local fashion brand.

**Image 3.2.1 In products Campaign IMOKEY**



Source : Instagram IMOKEY (<https://www.instagram.com/imokey.id/?hl=en-gb>)

With the opinion of the research team and supported by data taken from IMOKEY, in marketing on Instagram managed by IMOKEY provides a message that contains an encouragement through a campaign for young people in running their lives which is channeled through the products sold by IMOKEY. In their buying and selling activities, buyers not only get a benefit through the product but also get a value delivered through the product that has been purchased at IMOKEY. It is in such activities that IMOKEY utilizes Online & Social Media Marketing tools to be able to expand sales and increase sales by providing or informing about the value or experience that can be provided through products.

In contrast to the utilization of Instagram social media, TikTok IMOKEY's social media management focuses more on sales. The message conveyed by IMOKEY through TikTok contains

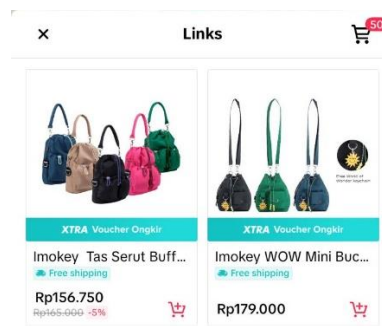


direct product promotion. The content produced for example such as product recommendations, the right way of styling, informing about product advantages and so on. on TikTok, IMOKEY also utilizes the 'keranjang kuning' feature so that buyers can directly buy by only seeing the product from the video content.

**Image 3.2.4 IMOKEY's TikTok Content**



**Image 3.2.5 IMOKEY's TikTok Shop**



Source : IMOKEY's TikTok (<https://www.tiktok.com/@imokey.id>)

The two social media platforms used by IMOKEY have differences in the delivery of messages to increase sales. On Instagram, IMOKEY not only focuses on promoting goods but also focuses on providing experiences through various campaign managed through content, while on TikTok IMOKEY openly promotes its various products and provides a platform for buyers to be able to buy directly when interested in the products in the video through the 'yellow basket'. Despite these differences, IMOKEY's Head of Marketing stated that the different messages conveyed will provide a wider audience that will have a good impact on product sales.

#### 4. Conclusion

From the data obtained by the research team, the conclusion is that IMOKEY uses marketing communication to increase the brand awareness aspect with the aim of increasing sales. To further maximize marketing communication activities, IMOKEY implements an integrated marketing communication strategy by using 6 communication tools out of 8 communication tools in the integrated marketing communication strategy. The 6 tools implemented by IMOKEY are advertising, sales promotion, online & social media marketing, mobile marketing, direct & database marketing & personal selling.

Of all the tools that have been carried out, Online & Social Media Marketing tools are most often used according to the frequency of data and have a good impact on increasing sales of IMOKEY products. The media used in these tools are only Instagram social media (@imokeycatalog & @Imokey.id) and TikTok social media (@imokey.id). Even so, IMOKEY is still hampered to get data as an accurate evaluation material on Online & Social Media Marketing tools. As for the suggestions from the research team to IMOKEY, in the future IMOKEY must be able to create an assessment sheet to measure the extent to which the strategy is successful so that it can be evaluated in the future.

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