



# Starcross local brand marketing communication strategy to maintain consumer buying interest

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## ABSTRACT

### Keywords

Marketing communication strategy  
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The *fashion* industry is one of the interesting developments to pay attention to and even its development is growing abroad. Everyone has a different sense of dress. The dress sense will also change with the times. Every company needs to apply the concept of integrated marketing and create a strategy in order to compete with market desires. In recent years, the emergence of new breakthroughs, namely many local brand products. The increase in local brand interest is inseparable from social media, brand ambassadors, and many local brand exhibitions such as Jakcloth, KickFest, Indie Clothing Carnival. Some of the local products that appeared include Starcross, Owners WorldWide, Erigo, Roughneck 1991, Leaf, Queen Beer, and others. The researcher intends to describe the Starcross Clotingan Marketing Communication Strategy to increase consumer buying interest. With the title Marketing Communication Strategy of Yogyakarta Local Brand to Increase Consumer Buying Interest (*Case Study at Starcross Yogyakarta Clotingan*).

Based on the background description of the problem above, the problem to be discussed is knowing the Marketing Communication Strategy of the local brand Clotingan Starcross to increase consumer buying interest. The purpose of this study is to determine the Marketing Communication Strategy of Local Brand Clotingan Starcross to Increase Consumer Buying Interest. This study used qualitative research methods. Qualitative research is research used to study a scientific object spoiled by opponents as an experiment and the key instrument in this qualitative research is to explain in depth about market communication strategies using theories from Kotler and Keller. By using data collection methods through data triangulation.

The result of this research is a marketing communication strategy carried out by Starcross to increase consumer buying interest by collaborating with local communities to musicians existing in Indonesia to increase *brand awareness* and continue to innovate about various existing products so as to increase consumer buying interest because of its guaranteed quality by utilizing social media as a tool to carry out marketing strategies.

## 1. Introduction

In this modern era, there have been many changes that have occurred with new and interesting developments to learn. With the development of the times that occur is likely to affect human life. The development of the times that occur include the development of business, communication, economy, culture and others. The *fashion* industry is one of the interesting developments to watch and even its development is growing abroad (Rahardjo, 2023). Everyone has a different sense of dress. The dress sense will also change with the times. Every company needs to apply the concept of integrated marketing and create a strategy in order to compete with market desires (Andi, 2022).

Not surprisingly, *fashion* today has become a popular general term in the wider community. *Fashion* consists of clothes, shoe accessories, and so on, for now fashion has become a common need

for daily use (Idowu & Sitnikov, 2020). Examples such as clothes, from quality clothes to mediocre clothes. Not infrequently people are willing to spend a lot of money to buy quality branded goods. With the development of *fashion* products from time to time. It can be seen from the types of *fashion* that are very diverse and growing rapidly (Kim & Oh, 2020). Fashion is an activity carried out by a person from what is worn that leads to a fashion. Over time, fashion in Indonesia is growing quite rapidly thanks to the support of the creativity and innovation of our young designers, even though it has long been dominated by the presence of foreign brands entering Indonesia (Wright et al., 2012). So that Indonesians think that foreign brands are better in terms of quality and in terms of design compared to domestic products. Thus making the local brand market weaken. In fact, local brand development has been around for a long time.

In recent years, the emergence of new breakthroughs has emerged many local brand products. The increase in local brand interest is inseparable from social media, brand ambassadors, and many local brand exhibitions such as Jakcloth, KickFest, Indie Clothing Carnival. Some of the local products that appeared include Starcross, Owners WordWide, Erigo, Roughneck 1991, Leaf, Queen Beer, and so on. Of these brands, Starcross has become one of Yogyakarta's original local brands that has many enthusiasts. With the exhibition, it can be a place for the development of local brands. The rapid competition in the economy makes the fashion industry give rise to new fashion trends. This fashion trend has actually existed from the 2000s but reappears in the current era under the name thrifting. With the emergence of thrifting trends among the fashion industry, especially clothing, this causes very tight competition (Barreiro, 2021).

The term Clothing Company is now widely used companies that produce clothing under their own brand. Initially goods were produced in the form of t-shirts, but over time with the passage of time customer needs and requests, products also penetrated into pants, wallets, bags and other accessories. The term clothing is increasingly developing into a category of its own because it has a character that is able to distinguish them from others (Wibowo, 2022). Among them is the existence of a clear concept in terms of design, they make their own designs instead of just imitating or applying a design from the outside. Then there is exclusivity on the production side, where each design for one product is released only in limited quantities, so that it can make consumers compete to get it. That is what makes one of the differentiators of clothing with other mass products (Newman, 2022).

Thrifting which became a trend then changed the term to hunting rare items, this is what attracts people's curiosity to try it (Leman et al., 2021). Because of this shift in trend, thrifting can be accessed by all people, not only the lower class. Various reasons people began to be interested in thrifting because the items they were looking for were rare items so that it became a satisfaction in itself besides that people could also be *stylish* at a relatively cheaper cost.

With the emergence of thrifting trends among the fashion industry, especially clothing, this causes very tight competition. Because people's enthusiasm has decreased for clothing and people prefer thrifting because it is trending. This is the cause of the decline in turnover from the clothing industry and even causes the textile industry to also be affected. For the domestic fashion industry, this thrifting trend is very disturbing. The presence of new trends actually has a negative impact on the clothing industry.

Based on the description above, the researcher intends to describe the Starcross Cloting Marketing Communication Strategy to increase consumer buying interest. With the title Marketing Communication Strategy of Yogyakarta Local Brand to Increase Consumer Buying Interest (*Case Study at Starcross Yogyakarta Clothingan*).

## 2. Method

The method used in this study is descriptive qualitative method. Qualitative research methods are research methods used to study the state of natural objects where researchers as a key tool, data collection techniques are carried out by means of methods data collection (Rifqi & Purnamasari, 2022). By using the triangulation method, data analysis is inductive and qualitative research results emphasize significance rather than generalization (Domingos et al., 2022). This research belongs to the type of qualitative descriptive method. This study aims to provide researchers with an overview of Starcross's brand communication strategy to increase consumer buying interest. This qualitative

descriptive approach aims to be able to see or know directly Starcross's brand communication strategy to increase consumer buying interest through actual phenomena and events.

The data collection method used in this study was direct observation conducted directly at Starcross's offline store, interviews conducted with HRD from Starcross, store staff, and 2 consumers from Starcross, in addition to documenting from Starcross's Instagram and Online Store owned by Starcross. Then analyzed from all the results of data collection techniques then validated using data triangulation validation techniques consisting of source triangulation, technique and time. It aims to provide researchers with an overview of Starcross's brand communication strategy to increase consumer buying interest.

### 3. Result and Discussion

In this section, the research will be explained, especially in the results and discussion section, the researcher will explain and elaborate on the continuation of the previous section regarding Starcross's Local Brand Marketing Communication Strategy in Increasing Consumer Buying Interest Using the 7P Model in M, in accordance with the problem formulation and research objectives. The results of this study are accompanied by several observations, interviews and documentation that have been carried out (Malau, 2020). Researchers also coordinated interviews with HRD, store staff and some customers. The results that researchers coordinate with observations and interviews are as follows, namely Starcross is able to maintain consumer buying interest by innovating in terms of products and maintaining product quality by optimizing the use of social media and *e-commerce*. The description of the results of this study refers to the problems and research focus mentioned, namely marketing communication strategies (Eagle et al., 2014). The aspects studied in marketing communication strategies include *product, price, promotion, place, people, process, and physical evidence* (Langford, 2021). Data collection was carried out through observation, interviews, and documentation located on Jl. Taman Siswa No.109, Wirogunan, Kec. Mergangsan, Yogyakarta City, Special Region of Yogyakarta 55151. This research involved several informants, namely HRD from Starcross, Store Staff from Starcross and two consumers from Starcross. This research was conducted by providing questions from the interview guidelines but not structured so that the interview could develop. In this case, the researcher described data from the results of research that has been conducted on local brand Starcross related to the title of the study, namely "Strategy Starcross Local Brand Marketing Communication in Increasing Consumer Buying Interest". Data obtained by researchers from observations, interviews, and documentation. In this study, researchers held interviews. Interviews are used as a method of data collection if researchers will conduct preliminary studies to obtain problems that must be studied. Therefore, researchers use the interview technique method to determine the marketing communication strategy of local brand Starcross in increasing consumer buying interest (Kenton & Abbott, 2019).

From the 7P aspects, it is described as follows, the first is that the product is a good or service that will be offered to consumers so that *the product* offered becomes a differentiator in the world Fashion industry competition (Pistol & Toniş Bucea-Manea, 2017), especially in the clothing section. What distinguishes one product from another is the characteristics that the product person has so that the brand is known and liked by the audience for Starcross itself is a local brand established in Yogyakarta from 2004 whose first product is t-shirts. Starting from a business between friends who are on campus so that it starts from mediocre capital so they choose t-shirt products. Starcross created many campaigns with local communities, this aims to show their brand identity among the community so that they can prove that Starcross It still exists today. By collaborating with the community, *awareness* of its products is maintained, especially among young people. In addition, Starcross also has a different slogan every year that is adjusted to existing trends, for example, this year the slogan is "YOUTH GONE WILD". To support *awareness* of the slogan, Starcross also often includes it on its products.

For the second is *price* is Price or price is a selling value that is certainly reasonable and has been determined by the seller in accordance with the quality with market segmentation that has been determined to acquire a good or service (Tack & Yu, 2021). The selling price becomes an important value for the company because when there is a pricing error it will have a fatal impact on

the company. For Starcross, it sets prices that vary depending on the type of product. Loyal consumers from Starcross dare to pay any price as long as the quality of the products produced is also in accordance with the price they pay. Here are some prices of products sold by Starcross, ranging from the price of 50,000 to the highest is 6,000,000, which is the guitar sold at Starcross. The lowest price of Starcross products is a product from the Women's section which consists of a variety of products that women usually use in everyday life from t-shirts to bags to even wallets. In addition to the lowest price, there is the highest price in the accessory product which is Starcross's collaboration with Flying V, namely the guitar (Vos & Armstrong, 2019). The price of the shirts owned by Starcross is standard but in accordance with the quality they provide because they do not arbitrarily set prices such as Thrift they have thought about the cost of production and the net profit they receive so they set a standard price but the difference is in the quality that they give (Konhäusner et al., 2021).

The third is *place* is The place or location of this business is determined based on existing considerations. What is meant by this consideration is such as the location is close to the target market, the location is convenient, access to various places can be easily, and others (Pistol & Toniş Bucea-Manea, 2017). Starcross in Yogyakarta is located in two places, the first is on Jalan Cendrawasih No. 32, Mirican, Demangan, Kec. Depok, Kab. Sleman. The second offline store is on Jalan Taman Siswa No 109, Wirogunan, Kec. Mergangsan, Yogyakarta City. The determination of the location in the two places is based on existing considerations, namely access to the store is easy because it is on the side of the road, a large parking lot, close with a target market (Wang, 2020). For Starcross itself, the selection of places based on road access makes it easier for consumers to come. In addition to easy access to places, this aspect of the place is also based on the gathering place of the target market, making it easier to reach the target market. For the place itself, it is on the side of a big road and close to cafes where young people hang out. In addition to having an offline store, Starcross also has online by utilizing existing *e-commerce*, namely Shopee and Tokopedia. Had also penetrated into Tiktokshop but is currently not running because Tiktokshop is temporarily suspended.

Starcross always provides convenience for its consumers so that it can reach widely to make it easier for its consumers. Starcross's strategy to make it easier for consumers is to open online stores and offline stores so that they can reach all regions in Indonesia, not only in Jogja. Starcross has its own website to contain its catalog and has categorized it according to the type of product. The website itself is easy to access and available in their Instagram bio linktree (Misirlis & Vlachopoulou, 2018). This aims to make it easier for consumers to choose which platform they want. In addition to the Starcross website, it is also available in various *kinds of e-commerce* to make it easier for consumers from various parts of Indonesia. Using a variety of different e-commerce aims to target various markets in the market so that users of both *e-commerce* are expected They can shop according to what they usually use to shop. In addition, it provides all shopping services so that it will reach a wider range of existing consumers (Akhyani, 2020).

The fourth is promotion is a promotion aimed at increasing sales of a good or service that is carried out by influencing consumers so that they take action to buy products. There are many kinds of promotions ranging from discounts, samples, guarantees, and so on which can be said to be in the form of promotions. The forms of promotion mentioned above are conventional forms of promotion if you have followed the current times, all forms of promotion are shifting towards digital. This is used by Starcross for promotional activities by utilizing social media owned. Starcross itself utilizes social media ranging from Instagram to Tikto. Starcross continues to innovate by utilizing existing social media for marketing activities to support selling activities, it is hoped that sales will increase when doing promotion on social media (Nugraha, 2021).

Usually Starcross always has a discount on every twin date. The discount is specifically for Shopee users and the discount is also almost half the price as shown above which shows a 50% discount on twin dates in September. This is to participate in shopping day and build *engagement* with Starcross consumers, it is hoped that with discounts consumers can buy their target products. In addition to twin date discounts, Starcross also holds discounts on *Back to School* events. To attract buyers, Starcross usually routinely provides discounts on certain events, this aims to increase buyer interest by consumers. From the discounts given at various events, these have terms and conditions with the aim that the discounts look exclusive. In addition, attracting buyers, holding discounts on



certain events is useful and benefits potential buyers because it can be used for items they already have Target. From the twin dates it is very well used by consumers to buy goods that they have been eyeing for a long time. Because consumers know that Starcross always gives big discounts when the twin dates.

The fifth is *that* people are People who mean people. People who in the sense of people who serve customers when coming to the store. It looks trivial but usually the hospitality of the staff in this store is one of the most important elements. When the staff in the store serves customers friendly, this will have a good impact on the company's image and usually customers will return to the store. Starcross, in this case, focuses on management in offline stores, which focuses on staff in stores. Starcross thinks that it is important to choose friendly store staff so that they can provide comfort when consumers are visiting which has an impact on Starcross's image and then consumers will also come shopping back (Keke & Trisakti, 2018).

The sixth is the *process* is the entire series of every procedure carried out by the company in carrying out a service mechanism. For Starcross itself, there are several processes, starting from the production stage then continuing to marketing and the last is selling. Marketing activities from Starcross itself starting from pre-production to the latest articles released on social media and then for selling articles began to be released in *e-commerce* to offline store.

The last is physical evidence Physical evidence in question is something that can be seen from Starcross and this physical *evidence* can be used as a tool in marketing activities. In this strategy, Starcross features the Starcross logo on every product they own. In this aspect, Starcross displays its logo on every product they release. Starting from accessories to clothing. Aside from the logo, Starcross also uses a tagline to show their brand identity. The characteristic of Starcross is that its logo is tailored to its products so that each product design logo is different that matches the product. By using a logo on each product, this grew from an identity to a hallmark of Starcross.

#### 4.1. Presenting the Results

Explain the results of research conducted by observation and interviews to resource persons regarding the marketing communication strategy carried out by Starcross in attracting consumer buying interest as a local brand for young people in Indonesia. The marketing communication strategy used is the 7P marketing mix which aims to attract the interest of Starcross's target market. From the results of interviews and observations conducted by researchers that the marketing communication strategy carried out is in accordance with the marketing mix but from the seven marketing mixes are as the following:

According to Wardhana (2022) said that products have the following meanings, products can be in the form of services or goods. Products are made to meet the needs of consumers. The strategy used can be in the form of product quality, design, packaging, and sales packaging. The marketing communication strategy in the product stages carried out by Starcross is to innovate about its products, namely providing unique accessories that can be used as supporting goods in daily activities such as *lighter* products. In addition to creating unique accessory product innovations, Starcross also innovates in its products, namely if usually there are only adult products but currently Starcross has Having t-shirt products for children although the products are still limited because they are still in t-shirt products. Another thing Starcross does in its product strategy is by collaborating with the community to musicians. Starcross usually releases collaboration products with communities and musicians, for example in Starcross's collaboration with Indomie to famous musician Didi Kempot. This aims to attract consumers to buy products from Starcross and maintain the existence of local brands amid the onslaught of a new trend, namely thrifting (Coelho et al., 2017).

Price / Pricing is crucial According to Kotler & Armstrong (2017) said that in this case price is very important in marketing strategy. Because the price must adjust to the target market, so that it can be affordable by customers. The marketer's strategy is discounts, promos, credits and others. In the marketing communication strategy in this price stage, Starcross considers prices adjusted to market segmentation, namely young people and the quality of goods sold. Because usually consumers will be willing to pay more if the quality is good. In addition, at certain events such as twin dates, Starcross is also always diligent in providing promos in the form of massive discounts of up to 50% off.

In addition, Starcross sets its prices by the quality they maintain. So that people buying their products will feel commensurate with the price they have spent, even though there are many thrifting out there that set prices like new items but the quality guarantee is not necessarily and the goods are used. Price or price is a selling value that is certainly reasonable and has been determined by the seller in accordance with the quality with predetermined market segmentation to obtain a good or service. The selling price becomes an important value for the company because when there is a pricing error it will have a fatal impact on the company. In this case, Starcross has a strategy by giving prices that vary according to the type of goods and quality owned by each product. It aims to set standards but not degrade existing quality for Starcross. The price of the shirts owned by Starcross is standard but in accordance with the quality they provide because they do not arbitrarily set prices like thrift they have thought about the production costs and net profit they receive so they set a standard price but the difference is in the quality they provide (Muzellec & Lambkin, 2006). With these varied prices, Starcross does not stop there to innovate, they also provide discounts for certain events so that buyers are interested in buying products, this is supported (Doustmohammadian & Bazhan, 2021).

Place in the determination of this place requires a strategic place with various considerations of distance from all access and close to market segmentation. In this case, Starcross provides two different offline stores, namely the first in the Demangan area and one on Jalan Taman Siswa. From both locations, it is right on the edge of the road which is accessed by many people every day and close to various places where young people hang out. Starcross in Yogyakarta is located in two places, the first is on Jalan Cendrawasih No. 32, Mirican, Demangan, Depok District, Sleman Regency. The second offline store is on Taman Siswa street No. 109, Wirogunan, Mergangsan District, Yogyakarta City. The determination of the location in the two places is based on existing considerations, namely access to easy shops because they are on the side of the road, large parking lots, close to the target market.

Promotion: According to Philip Kotler & Armstrong (2018) said that in this case the place becomes a component that is no less important. Because the place must also be considered so that consumers can find and reach it easily. Thus consumers will also be easier to get our products.

The marketing communication strategy carried out by Starcross in this stage is to choose a business place that has been adjusted through consideration of the ease of access to the place, parking lot vast, and roads that are often traveled by the target market. Therefore, Starcross chose two places, namely Taman Siswa and Demangan, both locations are on the side of the road and passed by many people who never have ever been every day It's quiet, especially at the Demangan branch next to the Cafe which of course every day there are always young people hanging out. In addition, the choice of place is also based on the extensive parking facilities of the two stores both have large parking.

Apart from access to the place, Starcross also pays attention to consumer convenience, namely by installing air conditioning in each store so that consumers who come can comfortably shop at the store and feel at home for a long time. This is a plus for Starcross because it has considered the needs of consumers. Promosi is an activity carried out to market products or services through the media. In this case, Starcross promotes their product articles on all the social media they have and makes good use of them. In addition to social media, Starcross also optimizes the use of e-commerce to reach a wider audience. There are many kinds of promotions ranging from discounts, samples, guarantees, and so on which can be said to be in the form of promotions. The forms of promotion mentioned above are conventional forms of promotion if you have followed the current times, all forms of promotion are shifting towards digital. This is used by Starcross for promotional activities by utilizing social media owned. If it is indeed the last stock of Starcross, it will be given a massive discount of up to 70%.

People means people. According to Kotler and Armstrong (2016) said that here the role of people is also very important. Because everyone involved in this process is very influential. Starting from superiors, employees, to customers. The thing that influences is the way of appearance, behavior, to communication. All of that is very necessary to be maintained so that the marketing process is achieved perfectly.

The marketing communication strategy carried out by Starcross at this stage is to make store staff in offline stores the key to Starcross's image with the aim that the staff in the store are friendly will have an impact on Starcross's image for the long term and it is hoped that the

hospitality possessed by the store staff at Starcross will make consumers comfortable shopping and will back again to Starcross because first impressions can be important when it comes to making a good impression.

People who in the sense of people who serve customers when coming to the store. It looks trivial but usually the hospitality of the staff in this store is one of the most important elements. At this stage, human resources are the most important thing to represent an image or brand. In this stage, Starcross implements SOPs for Store Staff to serve customers friendly, because these friendly store staff can lure consumers back to the offline store as much as possible Store staff can be relied on by consumers.

Process: the process is a series of all activities carried out in the marketing strategy. According to Kotler and Armstrong (2016) said that the process is an actual procedure for delivering services. This means that the process here is also very important, for example when the delivery of goods or services itself through a process that is according to the procedure, consumers will feel happy.

The marketing communication strategy carried out by Starcross in this stage is to carry out three series starting from production as the main foundation when releasing new articles that In it there is a product manufacturing process then forwarded to the product shooting stage then continued to the marketing department to create a campaign concept that is in accordance with the article will be released to be posted to every social media owned by Starcross. The last stage is in selling which will be directed directly to the market place owned by Starcross and to the offline store from Starcross. Therefore, the process that Starcross goes through starts from Marketing, namely the production of articles, product photos, then determining the campaign concept in accordance with the articles that will be released and then to the selling process by uploading products in e-commerce and updating Stock in offline stores.

Physical Evidence is physical evidence that can be seen by the sense of sight According to Kotler and Armstrong (2016) said that here is meant by all visible facilities. Starting in terms of buildings, colors, equipment, equipment, and even the environment. Because it can also influence consumer decisions to consume the goods or services we offer. The marketing communication strategy carried out by Starcross at this stage is to set the logo as the hallmark of Starcross which will be designed differently in each of its products. will be adjusted depending on the needs and compatibility of each product. Starcross does this with the aim of creating prolonged brand awareness so that what used to be *awareness* can develop into identity.

In this strategy, Starcross features the Starcross logo on every product they own. In this case, Starcross designed the interior of their Store with a Street wear theme, and made visitors comfortable by using air conditioning so that visitors felt at home when shopping. The characteristic of Starcross is that its logo is tailored to its products so that each product design logo is different that matches the product. By using a logo on each product, this grew from an identity to a hallmark of Starcross.

#### 4.2. Create a Discussion

Starcross uses the 7P model with the following discussion: At Starcross, the manager sells products ranging from t-shirts, jackets, flannel shirts to children's t-shirts. There are so many visitors who are interested here, from the Yogyakarta area, there are even from out of town who come to Yogyakarta just to look at the store or shop at the online store. Understanding price is the value of money that consumers must pay to sellers for the goods or services they buy. In other words, price is the value of an item determined by the seller. The price pegged by Starcross according to the quality they provide starts from Rp. 45,000 to 400,000 the price starts from t-shirts and other products. The choice of a place or location requires careful consideration of access, the crowds of this place have been adjusted by Starcross by choosing a roadside store that has easy access and is close to market segmentation. This process element means the efforts of a company in carrying out and carrying out activities to meet the needs and desires of its consumers. The process carried out by Starcross itself is from marketing to selling which is tailored to existing articles and trends and consumer needs.

#### 4. Conclusion

The 7P strategy has been well implemented by Starcross because it has utilized all existing components and is able to innovate with digital. Based on the data findings made, researchers can

conclude that the marketing communication strategy carried out by local brand Starcross is to adjust to technology, namely switching to digital by utilizing social media and utilizing existing e-commerce and collaborating with local communities and musicians.

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