



## **OPTIMIZATION OF SHOPEE MARKETPLACE IN INCREASING SALES VOLUME AT CV RABBANI ASSYSA JATINANGOR BRANCH**

**Girda Aulia Rishyadi<sup>1</sup>, Cecep Safa'atul Barkah<sup>2</sup>, Tetty Herawaty<sup>3</sup>, Lina Aulina<sup>4</sup>**

<sup>1,2,2,4</sup> Business Administration Faculty of Social and Political Sciences, Padjadjaran University

Jl. Raya Bandung Sumedang KM. 21, Hegarmanah, Kec. Jatinangor, Sumedang

Regency, West Java 45363, Indonesia

email: [girda20001@mail.unpad.ac.id](mailto:girda20001@mail.unpad.ac.id)

**Abstract:** *The development of Muslim fashion in Indonesia is currently experiencing significant changes. Rabbani is a fashion outlet that is known by its consumers as a provider of Muslim clothing. Rabbani is a garment company engaged in the Muslim fashion sector. This study aims to provide an overview regarding how to optimize the marketplace shopee in increasing sales volume at CV Rabbani Assysa, Jatinangor Branch. The data analysis technique used is SWOT analysis. This study uses a research method with a qualitative approach. With the researcher as the main instrument. In this study, data sources were taken from primary data and secondary data. Primary data sources were collected directly through in-depth interviews with the head of the CV Rabbani Assysa store, Jatinangor branch. In addition, secondary data will be collected through a literature review based on findings from previous studies such as journals, articles, and books. Data collection techniques used are interviews and literature studies. References consist of journals, articles, and books that are relevant to this research. The data analysis technique used is SWOT analysis. SWOT analysis is used to analyze alternative marketing strategy factors that can be implemented by companies. The results of this study indicate that from the SWOT analysis that has been carried out, there is a strategy that can be proposed, namely increasing product marketing through online promotions, especially the marketplace shopee. By maximizing the use of marketplace shopee, sales will increase. In addition, by optimizing the marketplace, Shopee can also expand its market share.*

**Keywords:** *Market, Sales Volume*

### **1. Introduction**

In the world of fashion, models and fashion trends always change every year to keep up with the times. Muslim clothing is a term commonly used to describe clothing worn by all Muslims, both men (Muslims) and women (Muslimah). Not much different from clothing in general that is known in the fashion world, muslim clothing made to complement the appearance of men and women also continues to experience development every year. The development of Muslim fashion in Indonesia is currently experiencing significant changes. The dress code according to Islam was adapted in Indonesia to suit the local culture. The concept of clothing for Muslims, which was originally based on religious law, can become a fashion trend and form a new culture. The development of Muslim fashion trends also goes hand in hand with changes in fashion in general. It can be seen from the current environment, more and more Muslims are wearing Muslim clothing. They use it not only in places related to religious events but also in public spaces such as schools, campuses, offices, malls, etc. Muslim fashion users are also not synonymous with mothers who are stiff in monotone clothing but are dominated by young

people with fashionable and up-to-date clothing styles.

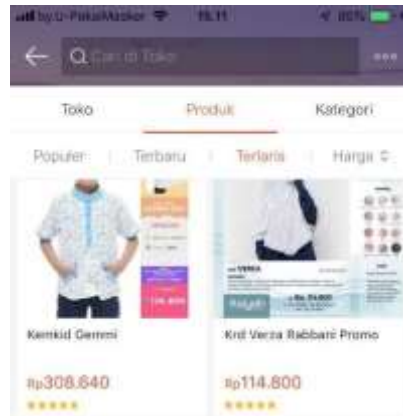
The growing development of Muslim fashion in Indonesia, the more companies that do business in the Muslim fashion industry. Each company must have a different strategy in fighting for the market to win the competition to increase sales volume. With competition, the company is also faced with various opportunities and threats both inside and outside. Therefore, companies are required to always have very effective thinking and try to increase market share and get new customers. Companies must be able to determine the right marketing strategy so that their business can survive and increase sales volume. In increasing sales volume, the company uses various methods, one of which is through promotions. Promotion is an effort to notify or introduce products or services to attract new consumers to buy the products offered. Promotions can be done online or offline. In this case, the company focuses on efforts to expand the number of consumers in various ways so that the products or services they have are more affordable and attractive to consumers. So, along with the development of Muslim fashion in Indonesia, many companies are maximizing their promotions to increase their sales volume, including CV Rabbani Assysa.

Rabbani is a fashion outlet that is known as a provider of Muslim clothing. CV Rabbani was established in the city of Bandung in 1994. Rabbani is a garment company engaged in the Muslim fashion retail sector with the tagline Professor Kerudung Indonesia. Rabbani is one of the first and largest instant hijab companies in Indonesia that produces flagship products in the form of instant veils and other products that have been developed including Koko shirts, tunics, kastun, and other equipment such as ciput/inner veils and accessories. At the time it was first established, Rabbani wanted to change the paradigm of most people who saw that women who wore Muslim clothing were less fashionable. Therefore Rabbani wants to prove that women who wear Muslim clothing are modern and respectable and appear stylish and trendy in a syar'i way. But on the other hand, Rabbani also faces big challenges. This is because at that time there were not too many women wearing Muslim clothing and it had not become a trend like it is today. To do the marketing, currently CV. Rabbani Asysa (Rabbani) has 141 reshares or branches spread throughout Indonesia and abroad.

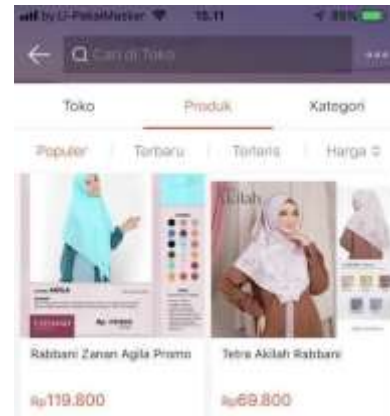
Most Indonesian people know Rabbani as a provider of Muslim clothing with outlets spread across each region. With so many outlets spread across several areas, it can make it easier for consumers to buy Rabbani products. Because currently, more and more competitors are opening their outlets with locations adjacent to the Rabbani outlet. Thus, Rabbani implemented a promotional strategy to attract new customers and retain old customers in increasing sales volume. In addition, outlets located in each region have their respective marketplaces for selling their products. Based on the results of interviews with the head of the CV Rabbani Jatinangor branch, the management of the Rabbani Jatinangor marketplace shopee is still not optimal. This is because the human resources (employees) they have are still lacking in terms of understanding and skills in managing the marketplace shopee.



Picture 1



Picture 2



Picture 3

From the three pictures above, picture 1 shows that the number of followers on the Rabbani Jatinangor shopee account is 429 followers. Then in pictures 2 and 3, it shows that there is a difference in sales and not. In picture 2 some of the products available on the shopee account have already been purchased. However, as can be seen in the example in Figure 3, there are still many products in the Rabbani Jatinangor shopee account that have not sold a single. It can be concluded that the Rabbani Jatinangor marketplace shopee account is still not well managed.

Based on the explanation above, the authors are interested in conducting research with the title "**Optimization of the Shopee Marketplace in Increasing Sales Volume at CV Rabbani Assysa Jatinangor Branch**". This study aims to provide an overview regarding how to optimize the marketplace shopee in increasing sales volume at CV Rabbani Assysa, Jatinangor Branch.

## 2. Literature Review

### 2.1 Marketplaces

According to Opiida (2014), E-marketplaces are internet-based online media where business activities and transactions between buyers and sellers are carried out. Buyers can find as many suppliers as possible with the desired criteria so that they get according to market prices. Meanwhile, the seller can find out what the buyer wants.

### 2.2 Sale

According to Basu Swastha DH (2004:403), sales are interactions between individuals meeting face to face which are aimed at creating, improving, controlling, or maintaining exchange relationships so that they benefit other parties. Sales can also be interpreted as an effort made by humans to deliver goods to those who need them in return for money according to a price that has been determined by mutual agreement. The company's ability to sell its products determines success in seeking profits, if the company is unable to sell, the company will suffer losses. According to Basu Swastha DH (2004:404), the general objectives of sales within the company are:

- 1) Achieve sales volume
- 2) Get a certain profit
- 3) Support the company's growth

### 2.3 Sales Volume

According to Kotler (2000), sales volume is goods sold in the form of money for a certain period and has a good service strategy in it. Sales volume is the final result achieved by the company from the sale of products produced by the company.

### 3. Research Methods

The research method is a way of working that aims to collect data to be processed so that later it will produce data that can solve or resolve problems in research. This study uses a research method with a qualitative approach. With the researcher as the main instrument. In this study, data sources were taken from primary data and secondary data. In this study, primary data sources will be collected directly through in-depth interviews with the head of the CV Rabbani Assysa store, Jatinangor branch. Also in this study, secondary data will be collected through literature studies based on findings from previous studies such as journals, articles, and books. Data collection techniques used are interviews and literature studies. References consist of journals, articles, and books that are relevant to this research. The data analysis technique used is SWOT analysis. SWOT analysis is used to analyze alternative marketing strategy factors that can be implemented by companies.

### 4. Results and Discussion

#### 4.1 Internal Strategy Factor Analysis

The first stage in determining the alternative strategy is to identify the strategy owned by the company assessed from its internal factors. In the SWOT analysis, the factors included in the internal strategy are the strengths and weaknesses of the company. The results of the identification of alternative strategies are then given a weight value to find out the best strategy. The results of the analysis for the internal strategy are as in the following table:

**Table 1 Factor Analysis of Internal Strategy**

INTERNAL STRATEGY FACTOR (IFAS)					
No	Strength	Weight	Rating	Score	Duration Of Policy
1	Has many product variants	0,1	8	0,8	long-term
2	Product quality is good and comfortable to use	0,12	8	0,96	long-term
3	Has many branches all over the world	0,08	8	0,64	long-term
4	Prices offered are competitive	0,1	7	0,7	long-term
5	Good service quality	0,12	8	0,96	long-term
	<b>Amount</b>	<b>0,52</b>		<b>4,06</b>	
No	Weakness	Weight	Rating	Score	Duration Of Policy
1	Product design is easy for competitors to imitate	0,15	2	0,3	short-term
2	Some outlets have narrow parking areas	0,06	3	0,18	short-term
3	Optimization of the shopee marketplace for several outlets is still lacking	0,09	4	0,36	short-term
4	Promotions only focus on direct marketing and personal selling	0,1	3	0,3	short-term
5	The product that is in great demand is an instant hijab	0,08	3	0,24	short-term
	<b>Amount</b>	<b>0,48</b>		<b>1,38</b>	
		<b>1</b>		<b>2,68</b>	

Source: Primary data processed (2023)

#### 4.2 External Strategy Factor Analysis

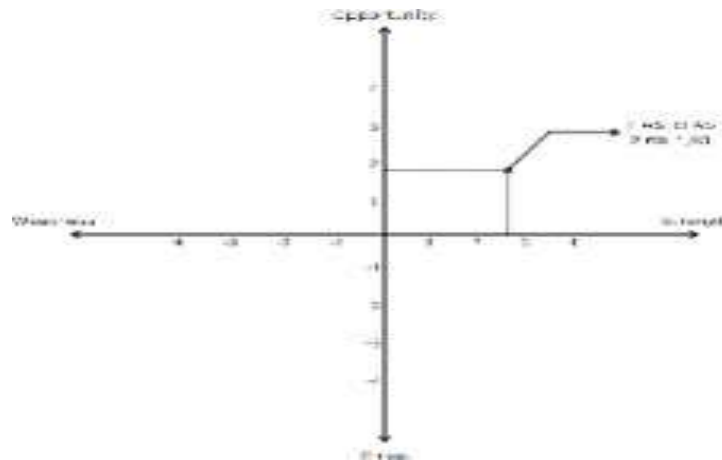
The second stage in determining the alternative strategy is to identify the strategy owned by the company in terms of its external factors. In the SWOT analysis, the factors included in the external strategy are opportunities and threats. The results of the identification of alternative strategies are then given a weight value to find out the best strategy. The results of the analysis for the external strategy are shown in the following table:

**Table 2 Factor Analysis of External Strategy**

EXTERNAL STRATEGY FACTORS (EFAS)					
No	Opportunity	Weight	Rating	Score	Duration Of Policy
1	Offers of cooperation with television programs	0,13	7	0,91	long-term
2	School students are attracted to the Rabbani student ambassador program	0,06	6	0,36	long-term
3	It has entered the foreign market	0,1	7	0,7	long-term
4	Relations with several celebrities as brand ambassadors	0,08	7	0,56	medium-term
5	There are Muslim holidays	0,1	8	0,8	long-term
	<b>Amount</b>	<b>0,47</b>		<b>3,33</b>	
No	Threat	Weight	Rating	Score	Duration Of Policy
1	The competition for Muslim clothing is getting tougher	0,15	2	0,3	short-term
2	Many counterfeit products at low prices on the market	0,12	2	0,24	short-term
3	Many competitors use online marketing	0,08	3	0,24	short-term
4	Fashion trends are changing fast	0,1	3	0,3	short-term
5	Competitors open stores in nearby locations	0,08	4	0,32	short-term
	<b>Amount</b>	<b>0,53</b>		<b>1,4</b>	
		<b>1</b>		<b>1,93</b>	

Source: Primary data processed (2023)

### 4.3 Kuadran



Picture 4. Kuadran

Based on the quadrants above, the SWOT analysis on CV Rabbani Jatiningor is in the SO quadrant (Strength, Opportunity).

### 4.4 SWOT Matrix Analysis

The next stage is to determine or identify strategies that can be carried out by the company based on the identification results of the company's external and internal strategies. Determination of this strategy will be carried out by focusing on internal and external perspectives, namely by making strengthening factors more dominant such as strengths and opportunities, and reducing weak factors such as weaknesses and threats. Thus the company will have a strategy that is more in line with the actual needs and circumstances of the company. Determination of this strategy is made in the form of a SWOT matrix which contains 9 cells and 4 alternative strategy cells will be obtained. The following is the result of the SWOT matrixes shown in the table below:

Table 3 SWOT Matrix Analysis

EFAS \ IFAS	Strength (S)	Weakness (W)
Opportunity (O)	<ul style="list-style-type: none"> <li>- Maintain the quality of both services and products.</li> <li>- Improving product marketing through online promotions.</li> <li>- Expand cooperation with other companies that can support.</li> <li>- Expand market share.</li> <li>- Improving relations with consumers.</li> </ul>	<ul style="list-style-type: none"> <li>- Increasing online promotion in attracting new customers and retaining old ones on Muslim holidays.</li> <li>- Optimization of marketplace shopee.</li> <li>- More introduce many products through television programs.</li> <li>- Maintaining good relations with brand ambassadors.</li> <li>- Expanding the parking area.</li> </ul>

<b>Threat (T)</b>	<ul style="list-style-type: none"> <li>- Develop a competitive strategy.</li> <li>- Maximizing available resources to face competitors.</li> <li>- Improving product quality.</li> <li>- Improve service.</li> <li>- Maximizing outlets that are abroad.</li> </ul>	<ul style="list-style-type: none"> <li>- Increase product innovation so that it is not easily imitated.</li> <li>- Increase HR understanding regarding online marketing.</li> <li>- Doing promotions on marketplace shopee.</li> <li>- Utilizing vacant land for parking so that consumers are comfortable when shopping.</li> <li>- Introducing more other products to consumers.</li> </ul>
-------------------	---	---

Source: Primary data processed (2023)

Promotion is an activity carried out to introduce a product or service to attract consumers to buy it. Promotion is very important if you want to compete in an industry. Some promotions that are usually used by companies, such as giving discounts or discounts, buy 1 get 1 free, free shipping, cashback, flash sales, and others.

Judging from the problems faced by the Rabbani company in the Jatinagor branch, online sales, especially in the shopee marketplace, are still very far behind compared to other competitors. There are no products that have been sold for some of the products available on the shopee marketplace, which is very unfortunate. Given that currently, online sales are highly relied on by business people. The head of the shop from the Rabbani Jatinagor branch said that the shopee marketplace was still not well managed. This is because Rabbani Jatinagor's promotions only focus on direct marketing and personal selling. Therefore, the strategy that can be proposed in this research is to increase product marketing through online promotions, especially the shopee marketplace. The reason for choosing a strategy to improve product marketing through online promotion is that if a business does not promote optimally, the product will not be properly conveyed to consumers. Especially in the digital era like today, if a company doesn't maximize online promotion properly, especially in the marketplace, it will be difficult for the company to increase its sales volume.

Steps that can be taken to increase sales through the marketplace shopee:

#### 1. Conducting Training

Conduct training regarding the management of the marketplace shopee for the employees of the retailing division. The training was conducted to increase understanding and skills in managing the shopee marketplace.

#### 2. Market analysis

Researching what kind of product will be sold, how big the target market is, and what price will be offered so that it can be adjusted. Because that way the company can find out how much competition there is. Search for the product you want to sell and click the "best-selling" column so you can make your product the best-selling

#### 3. Follow the Shopee Campaign

Shopee has provided many features for sellers to maximize their marketing. One of the features offered is "My Campaigns" where businesses can register their shops to advertise on the banners of various websites for free. The way to register a shop with this feature is quite easy. Business actors only need to log in to the Shopee seller account, then to the "Marketing Center" tab. This tab will display Shopee features that function to increase sales at Shopee.

#### 4. Using the Top Picks Feature

To increase cross-selling, Shopee has provided the Top Picks feature or what is commonly called categories for store pages. Sellers can add 4-8 products in one category. This

will make it easier for buyers to choose products in the store.

#### 5. Enable the Flash Sales Feature

Flash sales or flash sales are an excellent feature of this platform. Because many users are immediately interested in this feature when visiting a store. By using this feature, the product can go up and reach more potential consumers.

#### 6. Giving Shop Vouchers

Giving vouchers to shoppers can encourage them to add more products to their shopping carts. Business actors can set their minimum spending limits so that vouchers can be used.

#### 7. Product Discounts

Business actors can take advantage of this discount feature so that visitors are interested and end up buying products at the store. Keep in mind, the price offered at the discount must remain competitive with sellers of similar products. In addition, you can also arrange that buyers can only check out a certain number of products so that other buyers can also get the discount.

#### 8. Understanding the Consumer Purchasing Process

Before buying an item on Shopee, consumers go through 4 stages of purchase, namely social, engagement, conversion, and storage. The first stage, social, means user awareness when they first encounter the product. "Search Features" and "Top Picks" must be maximized to get customers at this stage. Next is the engagement stage. This is the involvement of customers in determining prices. Business actors can maximize the Shopee Live and Shop Voucher features at this stage. The third stage is conversion. This happens when the buyer decides to check out the product from the store. The Free Shipping and Store Voucher programs play a strong role in this conversion process. The last is the most important process, namely the storage stage. In this process, the customer decides whether to repurchase the product or not. Product quality and high ratings are important to maintain customer loyalty at this stage.

Some of the steps above are very possible to do considering that CV Rabbani Jatinangor's marketing employees have a very high desire to learn. By conducting training as the first step in optimizing the marketplace shopee, marketing employees will easily take the next step in achieving sales on the marketplace shopee. By taking the steps above in maximizing the use of the shopee marketplace, sales will increase. In addition, by optimizing the marketplace, Shopee can also expand its market share.

### 5. Conclusion

The development of Muslim fashion in Indonesia is currently experiencing significant changes. The growing development of Muslim fashion in Indonesia, the more companies that do business in the Muslim fashion industry. Every company must have a different strategy in fighting for the market to win the competition. In increasing sales volume, the company uses various methods, one of which is through promotion. Promotions can be done online or offline. In this case, the company focuses on efforts to expand the number of consumers in various ways so that the products or services they have are more affordable and attractive to consumers. So, along with the development of Muslim fashion in Indonesia, many companies are maximizing their promotions to increase their sales volume, including CV Rabbani Assysa.

Judging from the problems faced by the Rabbani company in the Jatinagor branch, online sales, especially in the shopee marketplace, are still very far behind compared to other competitors. There are no products that have been sold for some of the products available on the shopee marketplace, which is very unfortunate. Given that currently, online sales are highly relied on by business people. This is because Rabbani Jatinangor's promotions only focus on direct marketing and personal selling. Therefore, the strategy that can be proposed in this research is to increase product marketing through online promotions, especially the shopee marketplace. The reason for choosing a strategy to improve product marketing through online promotion is that if a business does not promote optimally, the product will not be properly conveyed to consumers. Especially in the digital era like today, if a company doesn't maximize

online promotion properly, especially in the marketplace, it will be difficult for the company to increase its sales volume. By taking the steps above in maximizing the use of the shopee marketplace, sales will increase. In addition, by optimizing the marketplace, Shopee can also expand its market share.

## **BIBLIOGRAPHY**

- Anshori, W. A. (2017). Evaluation of Traditional Market Structuring Policy, Shopping Centers, and Modern Shops in Blora Regency.
- Basu Swastha. (2004). Introduction to Modern Business. Jakarta: Salemba Empat.
- Eko Riwayadi, N. M. (2021). Market Penetration Using Pestle Analysis: A Case Study at Pt. HSI Bandung Branch. Action Research Literate (ARL).
- Firda Eliyana, E. N. (2020). Market Penetration of Vegetable Garden Products in Surabaya. AGRIDEVINA Agribusiness Scientific Periodical.
- Hepi Hapsari, E.D. (2008). Increasing Added Value and Development Strategy for Manonjaya Salak Processing Business. Agricultural Journal.
- Hutabarat, J.d. (2006). Operationalization, PFI: Contemporary Strategic Management. Jakarta: PT. Alex Media Komputindi.
- Ignatius R. C Rorah, M. P. (2022). Analysis of Market Penetration and Market Development on Customer Retention by Curly Chilli Farmers in Kakaskasen I and Kakaskasen II Villages, North Tomohon District, Tomohon City, North Sulawesi Province –Indonesia. Journal of Business Management and Innovation at Sam Ratulangi University.
- Kotler, Philip (2000). Marketing Management.
- Kusnadi, F. A. (2023). Marketing Strategy Determination at Distro X Karawang Using SWOT Analysis and Quantitative Strategy Planning Matrix. AGRIDEVINA Agribusiness Scientific Periodical.
- Mahrus Lutfi Adi Kurniawan, N. A. (2020). Financing, Financial Arrangements, and Market Penetration at KUMKM Plut Yogyakarta. Proceedings of the National Seminar on Community Service Results at Ahmad Dahlan University.
- Opiida, I. (2014, April 18). Definition of E-Marketplace. From tokokhalista: <https://tokokhalista.wordpress.com/2014/04/18/pengertian-emarketplace/>
- Purnama, A.E. (2020). Market Penetration and Product Development.
- Qanita, A. (2020). Strategy Analysis using the Swot and Qspm (Quantitative Strategic Planning Matrix) Methods: A Case Study at D'gruz Caffe in Bluto District, Sumenep. Commitment: Scientific Journal of Management.
- Rabbani. (2016). Company Info. Retrieved from <https://www.rabbani.co.id/page/company-profile.html>
- Setia Yudanto, R.a. (2014). Analysis of Strategy Formulation in the Future of Cigarette Companies in Nganjuk. Scientific Journal of FEB University of Brawijaya Students.
- Siti Muntamah, D. M. (2023). Application of Chicken Livestock Business Development Strategy in Theoretical Perspective. Journal of Management Science Publication (JUPIMAN).
- SUGIANTO, A. P. (2012). Market Penetration In B2c Practices For Retail. JUMMA (Management Student Scientific Journal).
- Sulayman, L. H. (2013). Market Penetration Strategy for Gambir Toothpaste Products for Children's Dental Care. Indonesian Agroindustry E-Journal.
- Wicaksono, A. (2018). Marketing Strategy using SWOT Analysis Without Industrial Scale at PT X in Jakarta. Journal of Industrial and Logistics Management.
- Yasmin Indah Azahra, M. A. (2021). Market Penetration and Development Strategy Analysis in SMEs: Business Case Study. Business Innovation and Entrepreneurship Journal.

Zhulaydar Esa Putri, N. K. (2021). Market Penetration Strategies to Increase the Competitiveness of E-Commerce Companies in Indonesia. *Journal of Business Management*.