Digital Marketing Design for Strengthening The Fashion Industry
A Case Study at an Indonesian Fashion Business

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ABSTRACT

Owned, Brings, Positivity (OBP) is a Surabaya-based women's fashion brand that sells apparel, handbags, and other accessories. The Internet and social media are becoming more popular in Indonesia; thus, Instagram and TikTok can be promotional tools to boost sales. Accordingly, this study aims to design Instagram and TikTok content for OBP as effective campaigns posted on Instagram and TikTok, both organic and paid content. This study collected data through interviews, surveys, and observations on competitors' social media. The interviews were conducted with OBP management, while the survey was employed using purposive sampling by distributing questionnaires to current and potential consumers of OBP. The results of interviews and surveys identified five competitors whose social media would be analysed. The content for Instagram and TikTok was then designed and uploaded from January to March 2022. According to the engagement rate based on reach and followers, OBP had a high engagement rate of 6.3% with 129 Instagram followers. With six followers on TikTok, OBP could obtain a respectable follower-to-like ratio. Several recommendations were made and discussed with OBP management to increase the number of Instagram followers and TikTok likes that can strengthen OBP's position in the fashion industry.

Keywords: Social media marketing, user acquisition, key opinion leaders, engagement rate.

1. INTRODUCTION

The emergence of a pandemic due to the COVID-19 virus, which has spread throughout the world, has significantly impacted various aspects worldwide, as well as Indonesia. One of them is in the economic sector, which made it difficult for business people to market their products due to the establishment of large-scale social restrictions (*Pembatasan Sosial Berskala Besar*=PSBB) and social distancing recommendations from the government to reduce the growth rate of positive cases of the COVID-19 virus [1]. However, this situation increased new business opportunities that could be utilized by several business players, including Small and Medium Enterprises (SMEs) or *Usaha Kecil dan Menengah* (UKM), by adopting the latest technological developments, such as the use of websites and social media as marketing media [2].

SME is one of the critical aspects driving the Indonesian economy [3]. The Central Statistics Agency reports 64 million SMEs, representing 99.9% of Indonesian businesses [4]. Since the pandemic, e-commerce sales have increased by 26% to 3.1 million transactions per day, according to the Ministry of Cooperatives and SMEs. Thus, the Ministry of Cooperatives and SMEs promotes SMEs' digital transformation because only 13%, or 8 million of the 64 million SMEs, exist on digital platforms [4].

Moreover, the Evermos and Soka Institute survey identified three categories of SMEs with the biggest annual product purchases: food and beverages, home furnishings, and women's clothing. This survey discovered that fashion (clothing)

is still one of the leading categories in online sales despite being one of the sectors most negatively impacted by the pandemic [3]. As one of the most critical segments of the creative economy, the fashion industry is filled with creative and innovative young people who play an essential role in supporting the development of fashion trends in 2023 [5]. Because digital marketing enables consumers to recognize the products of SMEs quickly and effortlessly in the fashion industry, digital marketing can help the fashion industry generate the most extensive online sales. Notably, during the pandemic, today's generation has moved into the era of digitalization. Digital marketing is used for more than just social media online advertising; it may also be used to build a website for SMEs that sell clothing. In addition to websites, fashion references, which are currently booming in the marketplace, make it easier for SMEs to introduce their products [6].

Furthermore, the fashion industry is a very profitable business. Apart from new trends that continue to emerge, fashion, such as clothes, trousers, shoes, and bags, is one of the basic needs that must be met. Nowadays, customers will search for information about the fashion products they want online before deciding to purchase. Most of these purchasing transactions also occur online because online transactions are much easier than going to a shop and buying offline. Therefore, many fashion entrepreneurs are now increasing their visibility digitally [7].

The Internet has become a necessity in digital marketing. Since February 2022, 73.7% of people in Indonesia are Internet users, and 68.9% of people in Indonesia are active users of social media. Between 2021 and 2022, there was a 21 million (+12.6%) growth in social media users in Indonesia [8]. Instagram is the social media based on the most widely used content distribution each month in Indonesia. Indonesia had 99.15 million Instagram users in early 2022. At the start of 2022, Instagram ads reached 48.4% of Indonesian Internet users of all ages. 52.3% of Indonesian Instagram ad viewers were female, and 47.7% were male [8].

Meanwhile, TikTok was the social media with the highest percentage increase in usage activity. In early 2022, TikTok ads reached 45.0% of Indonesian Internet users of all ages, comprising 66% female and 34% male [8]. This growth demonstrates that TikTok is becoming more widely used among Indonesians. This information indicates a rise in the number of Instagram and TikTok users. The choice of Instagram and TikTok as the platforms for social media marketing is because Instagram has the most extensive content distribution, and TikTok's usage grows. Accordingly, social media marketing is the proper marketing method. Social media marketing is the most effective way to communicate with customers, develop relationships with existing customers, and create brand awareness [9].

Owned, Brings Positivity (OBP) is a young women's fashion brand covering clothes, bags, and other accessories. Established in March 2021 in Surabaya, it collaborates with Tiara Handicraft, an SME with disabilities in Surabaya, as the primary partner in every production. OBP's target market is the younger generation or teenagers. The younger generation is easily influenced by several aspects that underlie consumptive behavior, such as impulsive buying, wasting, and seeking pleasure [10].

OBP has a vision to become the role of women's fashion and to be a place for women to look luxurious and elegant. To achieve this vision, OBP has three missions, namely:

1. To become a business to innovate in women's fashion through research and development (R&D) nationally and internationally.
2. To establish open communication with business partners in product development and digital marketing.
3. To conduct business in a manner that considers customers' convenience and the suitability of partners.

Apart from selling products, OBP also wants to spread positive influence on everyone through the content and product designs that are made. This content dissemination and marketing effort is carried out digitally because consumers can find the best product with the most suitable qualifications and the best price with Internet media. In addition, along with technological developments and implementing the 'New Normal,' many industries have switched to the digital world [11].

Many competitors in the fashion industry employ digital marketing in running their business. OBP intends to intensify its social media marketing, particularly on Instagram and TikTok, to improve its position in the fashion industry. Accordingly, this study aims to develop Instagram and TikTok accounts as OBP's identities in the digital world. This study also designs effective campaigns and content planning following OBP's market segments to be implemented on Instagram and TikTok both organically and paid.

The findings of this study can provide a better understanding of how SMEs use digital marketing in their businesses. This study explores essential factors that encourage or hinder fashion businesses in developing countries like Indonesia to employ social media marketing tools like Instagram and TikTok.

This paper is organized as follows. The literature review is presented in the next section. After research methods, findings and discussions follow. The last section provides conclusions, limitations, and recommendations.

2. LITERATURE REVIEW

At this time, marketing is divided into two types: (1) traditional marketing (offline marketing or conventional marketing), which uses offline media as a form of marketing campaigns such as television, newspapers, and brochures, and (2) digital marketing (Internet marketing or online marketing) which uses the Internet as marketing media such as company websites, mobile applications, company social media, and advertisements through online media [9].

2.1. Digital Marketing

Digital marketing can be defined as a marketing activity that uses digital media, data, and technology to achieve marketing goals. In its application, digital marketing focuses on managing various forms of a company's online presence on the Internet, such as company websites, mobile applications, and company social media. Developing a successful digital strategy requires a deep understanding of market conditions and all customer interactions with various forms of company online presence [9].

Moreover, digital marketing includes all Internet and technology-based marketing. It refers to promoting products with digital technology, such as display advertising, mobile phones, other digital media, and the Internet. The growth of digital marketing since the 1990s and 2000s has altered how companies and brands use technology. Digital marketing initiatives are becoming more common and effective as everyday marketing strategies progressively embrace Internet platforms, and more people utilize digital devices than physical stores [12].

Three main media channels that companies need to consider to help develop strategies for reaching and influencing potential customers online [9] are:
1.   Paid media. Paid media has paid services to gain visitors, reach, or conversions through search features, display advertising, or affiliate marketing efforts.
2.   Owned media. Owned media can be used to fulfil the company's strategy to implement its business model by using more than one channel to carry out its business activities (multichannel). It can be company websites, blogs, e-mail lists, mobile apps, or social media like LinkedIn, Facebook, and Twitter.
3.   Earned media. Word of mouth is an example of earned media obtained through viral marketing, social media marketing, and conversations in social networks and communities.

Content marketing refers to content management in the form of text, multimedia, audio, and video content aimed at attracting the attention of customers and prospects in achieving business goals published through print and digital media, including Internet and mobile platforms [9].

Through its content, digital marketing offers benefits in five main areas (5S) as follows [9]:
1.   Sell. Digital marketing can increase sales levels, including through online sales and offline sales influenced online. This benefit can happen due to broader distribution to customers who cannot be served offline or directly in stores or offer lower prices than other media.
2.   Serves. Digital marketing can also increase company value by providing additional offers to customers through online media or product development information through online dialogue and feedback.
3.   Speaks. Companies can get closer to customers with digital marketing by building two-way communication through online interactions, such as forums and surveys, and conducting market research online with official surveys or unofficially monitoring conversations to learn about them.
4.   Save. Companies can also save costs through digital marketing, which can communicate online via e-mail, sales transactions that can be recorded to minimize the number of workers, printing costs, and shipping costs. Companies can also save costs by having Internet services that allow customers to answer various questions through online content created by the company.
5.   Sizzles. With digital marketing, companies can increase their reach online by providing new propositions, new offers, and new experiences, including building a community.

2.2. Social Media Marketing

Social media marketing depends on how companies can interact with consumers to increase brand awareness through the development of social media. Marketing through social media can be done by sharing the latest information through

paid or organic social media when uploading content and advertisements to social media users to increase brand awareness [9].

Social media is divided into two types: organic and paid. Organic social media does not charge a fee for uploading content, and the performance of spreading this content is minimal. While paid social media is an activity that charges a fee, both the features of the social media and the use of third-party services such as key opinion leaders (KOL). KOL is also often known as an online influencer who is a person who actively uploads content on online sites and has quite a lot of followers. KOLs can be journalists, bloggers, or celebrities [9].

Specifically, influencers are at the centre of the best social media promotions, particularly for fashion brands. Naturally, asking influencers to wear the product and then sharing pictures of them on their social media pages is the ideal approach to promoting with them. By doing this, targeting potential customers among this influencer's followers can be achieved. Thus, the influencer should be selected that can best represent the brand [7].

2.2.1. Metrics on Social Media

There are several metrics on social media as the following [13]:
- 'View' is an indicator of how often a video is played. This metric only exists for video content.
- 'Reach' is the reach of the content that has been created. This metric indicates how many accounts have viewed the content that has been created.
- 'Like' implies how many accounts like the content that has been created.
- 'Comment' is an indicator to count how much chat or conversation in writing there is in the content that has been created.
- 'Share' indicates how much of the content created has been shared by the audience.
- 'Save' denotes how much of the content created is saved by the audience for viewing later.

2.2.2. Engagement Rate

Engagement rate (ER) is the performance of content that has been uploaded, as seen from the interaction of followers with the content that has been created. The value of the ER increases with the effectiveness and quality of the social media campaigns that are conducted [13]. The ER calculation formula is in Equation (1) [13].

ER = total engagement on post / total followers x 100   (1)

Total engagement on posts is total interaction from content obtained from reports on the insight feature (data analysis of customer activities provided by the platform used). The forms of interaction that count include likes, comments, shares, and saves. Total followers are all social media users who follow social media accounts that will be counted. There are four groups of ER percentages on Instagram: (1) < 1% (low), (2) 1% - 3.5% (good), (3) 3.5% - 6% (high), and (4) > 6% (very high or very good) [14]. An ER of 1% is sufficient. However, if the social media account under analysis has a more significant percentage, it indicates that the audience is engaged and eager to connect with the posted content.

3. RESEARCH METHODS

This study combined qualitative and quantitative methods to address research objectives. A qualitative method was employed through interviews and observations, while a quantitative method was conducted through a survey. These two methods combined would enable this study to generate a thorough analysis.

This study also used primary and secondary data. The primary data was collected through several interviews with OBP management regarding the product concept, target market, company brand persona, and current competitors. Observations were employed by content analysis on OBP's and competitors' social media to find their content on social media marketing, particularly on Instagram and TikTok.

In addition, primary data was gathered through a survey with the purposive sampling method. Questionnaires were distributed to obtain the voice of customers, focusing on factors that become the basis for the company in creating content to make it more exciting and generate interaction with customers. The questionnaires were also sent to collect information about competitor brands that respondents follow and find appealing.

The questionnaire distribution was conducted online via Instagram Story via Instagram Story using Google Forms because Instagram users may become potential customers. Purposive sampling was used in the survey since the respondents were selected based on several criteria, including being a woman, an Indonesian citizen, being between the

ages of 18 and 35, having previously purchased women's fashion items online during the pandemic, having an Instagram or TikTok account, and following several women's fashion brands on social media.

Meanwhile, the secondary data was gathered through social media and the Internet by looking at competitors' social media to find out their Instagram and TikTok content. The secondary data included Instagram's key performance indicators (KPI), company competitors' social media accounts, and Instagram and TikTok content trends. This data can be used as a reference for OBP in designing content and calculating competitors' ER.

Then, the data from interviews and observations would be analysed and used to design appropriate content for media channels owned by OBP. After the content planning had been developed, the content was uploaded to each platform, and data was collected on reach, views, likes, comments, shares, saves, and new followers. An engagement rate would be calculated to determine the percentage of interactions that resulted from the content. Based on the results, several recommendations for improvement are suggested.

4. RESULTS AND DISCUSSIONS

The results and discussions of each phase in this study are presented here.

4.1. Results of Interviews

Some interviews were conducted online with OBP's management. OBP targets the millennial and Z generations because they are likely to have a consumptive nature and a role in turning the fashion world. OBP targets women aged 17-35 with upper middle income, particularly those who are fashion enthusiasts. OBP brand wants to be serious in the fashion sector by implementing a co-creation strategy that conducts interviews with several customers before entering the production process so that the products made are not outdated and increase the likelihood that customers will want to buy these products. OBP also includes some content that discusses disability even though it is only 5% to avoid a cliché impression.

Regarding the products, the Alive Collection has a luxurious and elegant design concept, but still at an affordable price. Alive Collection has two types of products, namely Allure and Thrive. Allure products have two colors: Careys and wafer colors, while Thrive products offer opium and alto colors. Currently, to promote its products, OBP operates not only on Instagram and TikTok but also on Facebook and YouTube. The management also mentioned several competitors whose social media content on Instagram and TikTok would be analyzed. Regarding social media as a reference for content creation, there are five strong competitors, for instance, @yourpafon, @thenblank, and @shopatvelvet.

4.2. Results of Survey

A questionnaire was designed to gather consumer data based on the interview results. Questionnaires were distributed online through Instagram using Google Forms from January to February 2022. A total of 54 questionnaires were completed and returned. Table 1 shows the respondents profiles.

Table 1. Profile of Respondents

Variable		Number of respondents	Percentage (%)
Age (years old)	18	1	1.8
	19	0	0
	20	10	18.5
	21	27	50
	22	14	26
	23	2	3.7
Online buying	Once in 1-3 months	41	76
	Once in 4-6 months	9	16.6
	Once in 7-9 months	4	7.4
	Once in 10-12 months	0	0
Having Instagram account	Yes	54	100
	No	0	0
Having TikTok account	Yes	46	85.2
	No	8	14.8

As presented in Table 1, 27 respondents (50%) were 21 years old. Then, 10 (18.5%) were 20 years old, and 26 (26%) were 22 years old. Only one (1.8%) was 18 years old, and the other two (3.7%) were 23 years old. The data also reveals that 54 respondents had carried out online buying. Forty-one (76%) buy them once every one to three months, compared

to nine (16.6%) who buy women's fashion products online once every four to six months. The remaining three (7.4%) buy women's fashion items online once every seven to nine months. All respondents (100%) have an Instagram account, while 46 respondents (85.2%) have a TikTok account.

After data screening to check whether respondents followed a women's fashion brand on social media, 40 questionnaires were valid and used for further analysis, with results as shown in Table 2. Thirty-one respondents (77.5%), eight (20%), and just one (2.5%) conducted online transactions once every 1-3, 4-6, and 7-9 months, respectively. The most popular way for respondents to transact is online (59%), followed by the official website of the company (26%), direct transactions with the business (13%), and referrals from friends (*jasa titip*) (2%).

Moreover, attractive product promotions and positive public reviews account for 7.5% of the reasons respondents follow a fashion company on social media, followed by appealing designs (22.5%), engaging content (12.5%), attractive products (40%), and affordable prices (5%). Notably, the data collected indicates that factors triggering consumers' decision to follow a fashion company on social media include appealing designs (31.67%), engaging content (20%), attractive products (16.7%), and other elements like thorough product information (3.52%) and good-looking and appealing models (3.52%).

Table 2. Survey Results

Variable	Answer	Number	Variable	Answer	Number
Frequency of online transaction	Once in 1-3 months	31	Transaction method	E-commerce	40
	Once in 4-6 months	8		Website	18
	Once in 7-9 months	1		Direct transaction with the business (direct message, chat)	9
	Once in 10-12 months	0		Through friends (or *jasa titip*)	1
Reasons to follow fashion brands on social media	Attractive products (product value, brand, product design)	16	Factors to consider when following a fashion brand	Attractive products (product value, brand, product design)	20
	Affordable price	2		Affordable price	5
	Appealing design (design colors, feeds alignment, fonts, photos)	9		Appealing design (design colors, feeds alignment, fonts, photos)	38
	Engaging content (educative, interactive, creative, up-to-date)	5		Engaging content (educative, interactive, creative, up-to-date)	24
	Attractive product promotion	3		Attractive product promotion	2
	Complete product information (specifications and prices)	2		Complete product information (specifications and prices)	9
				A good-looking and appealing model	9
				Clear and bright product photos	8

In today's digital world, identifying and addressing customers' requirements in traditional methods, particularly fashion is hard. Customer behaviour has altered. They now have instant access to all global information [15]. The survey results can be used to characterize customer preferences and the online buying habits of women's fashion consumers. Therefore, the information can be considered when developing relevant content for OBP.

4.3. Results of Content Analysis

Content analysis was conducted to obtain secondary data from social media and the Internet. Secondary data collected includes Instagram key performance indicators (KPI), company competitors' social media accounts, and Instagram and TikTok content trends. Results from interviews and surveys have mentioned five strong competitors.

According to the findings, one of the competitors used promotional content that included a model to show how to use the advertised product and choose a place whose tone matched the product's theme. Besides posts and carousels, other competitors also provide promotional content in the form of reels or brief videos that provide an overview of the product while also including model demonstrations and product descriptions in the captions and text of the video. Other

competitors utilize KOL through collaboration with an artist. The post uses a caption to describe the atmosphere in the photo, including questions aimed at attracting customer interaction about their experiences that day. In this post, instructions are added to encourage customers to visit the competitor's website if they are interested in the product. Apart from posts and carousels, promotional content from other competitors is also made in reels or short videos that show an overview of product use with model demonstrations and product descriptions in the captions and text on the video.

4.4. Content Planning

Based on the interviews, questionnaire distribution, and content analysis results, the content planning for Instagram and TikTok was created following the primary media platforms held by OBP. Content planning on Instagram and TikTok was divided into two categories: user retention and user acquisition. By featuring products offered in the content or collaborating with KOLs to promote products, content for user acquisition focuses on grabbing the attention of potential customers.

Following the creation of the content, it would be uploaded to each platform, and data was collected on reach, views, likes, comments, shares, saves, and new followers, both in Instagram and TikTok. Accordingly, an ER would be calculated to determine the percentage of interactions that resulted from the content. The performance results of the content were examined in light of this data, and conclusions and recommendations for improvement could be given.

4.5. Results of Organic Content

The OBP Instagram content plan was created based on the survey results and interviews with the OBP management. Table 3 shows the resulting data from seven contents uploaded to OBP's Instagram between 21 January 2022 and 27 March 2022. They have generated a total reach of 2,681 from 1,000 followers and 1,680 non-followers. These postings could obtain 150 likes, 14 comments, 23 shares, and 22 saves. Instagram reel contents were uploaded from January to March 2022 and have obtained a total reach of 7,143, 7,889 views, 142 likes, 12 comments, 40 shares, and 13 saves. In addition to Instagram, the seven TikTok videos have been uploaded with results as listed in Table 4. They have

Table 3. Results of Instagram Posting

Date	Total Reach	Reach (Followers)	Reach (Non-Followers)	Likes	Comment	Share	Save
21 Jan	220	108	112	17	0	4	0
28 Jan	245	118	127	20	0	8	2
7 Feb	645	181	464	33	5	9	10
23 Feb	284	101	182	8	0	0	0
25 Feb	563	167	396	27	1	2	6
10 Mar	324	123	201	13	2	0	1
27 Mar	400	202	198	32	6	0	3
Total	2681	1000	1680	150	14	23	22

increased the number of likes on the TikTok OBP account to 52 between January and March 2022. Thus, since May 30, 2022, the OBP TikTok account has 65 likes.

Table 4. Results of TikTok Videos

Date	Views	Likes	Comment	Share	Save
25 Jan	195	12	3	0	0
18 Feb	207	9	6	0	0
21 Feb	175	4	0	0	0
3 Mar	196	4	1	0	1
12 Mar	127	4	0	0	0
23 Mar	71	13	0	0	0
27 Mar	65	6	0	0	0
Total	1036	52	10	0	1

4.6. Results of Paid Content

For product promotion, OBP uses organic content and pays for cooperation with KOL. The collaboration can be by sending OBP's products to KOL plus an additional service fee for uploading content created by KOL on their social media accounts. This collaboration can expand the reach or spread brand awareness from OBP.

The following is data on content results taken through KOL social media accounts @amandawputri on Instagram and @nahdalisha on TikTok. These influencers have been selected because they are young and famous, representing the OBP target market [7]. @Amandawputri has approximately 12,000 followers. With the agreement between @Amandawputri and OBP, she would upload post content on her Instagram account by wearing clothes from OBP (Thrive with opium color), including captions and free-style photos outdoors. The post uploaded created 850 likes and four comments. Meanwhile, for TikTok, OBP would use @Nahdalisha, who has approximately 112,400 followers and four million likes on her TikTok account. Based on the agreement with OBP, she would make a TikTok video by wearing clothes from OBP. This video yielded approximately 20,500 views with 371 likes, eight comments, 70 saves, and 38 shares.

4.7. Changes in the Number of Instagram and TikTok Followers

The OBP's Instagram account initially had 421 followers, and its TikTok had eight followers. OBP's Instagram and TikTok accounts have increased in followers between January 21, 2022, and May 30, 2022. The numbers are as follows:
- In February 2022, 148 Instagram users followed OBP's account, while 28 users ceased to follow OBP.
- There were six activities for TikTok users to participate in TikTok OBP in February 2022.
- In March 2022, 35 Instagram users followed OBP's account, whereas 27 users stopped following OBP.

According to these changes, OBP has gained six new TikTok followers and 129 new Instagram followers. OBP had 550 Instagram followers as of May 30, 2022, and 14 TikTok followers as of the same date. These changes show that gaining new customers or followers from OBP social media is possible. Besides, content for user retention emphasizes maintaining relationships between OBP and customers by fostering interactions through content and offering inspiration packed in content. This result supports the argument that digital platforms can increase sales, brand recognition, and brand awareness by creating emotional bonding between the customers and the products or brands [15].

4.8. Evaluating the Engagement Rate

Because there are 12 contents created and posted, the number of posts counted was 12. The total number of interactions from the 12 Instagram contents uploaded is 416. Taken from data on changes in the number of Instagram followers, the number of followers of the OBP's Instagram account is 550. Based on the formula [13], the ER is (416) / (12) / (550) x 100 = 6.3%.

Accordingly, OBP's ER can be classified as very good [14]. It indicates that OBP's social media campaign interactions are incredibly effective and very good [13]. It also demonstrates that the audience is prepared to engage with and interested in the posted content.

The organic and paid content results revealed that OBP obtained fast and positive responses to uploading content on Instagram and TikTok. It supports the argument that fashion and digital marketing are linked because they speed up and simplify clothing trades, purchasing patterns, payment processes, updated information, and after-sale feedback. Digital marketing can also find worldwide audiences and greatly influence fashion buyers using advanced technology, such as text, voice, photos, videos, graphs, and displays. It also provides designers and customers with meaningful connections 24/7, establishing long-term beneficial relationships between marketers and customers. Compared to traditional commercial approaches, digital marketing reduces labour, printing, shipping, and other expenditures [15]. The results highlight that Instagram, Facebook, and video platforms like TikTok are the most straightforward social media channels to support the business. In addition to being simple, their operations make it easy to distribute the products [16].

From the results of interviews, surveys, and content analysis, several suggestions for improvements that OBP can implement to maximize the features provided by Instagram and TikTok and facilitate the process of identifying its potential customers. The following are several recommendations that have been discussed with OBP management.
- Include website tools, such as Linktree or similar in OBP's Instagram and OBP's TikTok, which can direct customers to e-commerce owned by OBP. This recommendation was made because most competitors use website tools to facilitate their customers. A website is the face of a business or company, where potential customers can look for information anywhere and at any time. Websites can increase brand recognition and potential customers' trust in products or brands. The website should be mobile friendly, easy to navigate, and contain complete information about the business (address, contact, and buyer testimonials) and a description of the fashion products offered, as well as being SEO friendly [6], [7].
- Add inspirational content types to the content planning for TikTok because several competitors have inspirational content types on their social media.
- When creating content, OBP should consider essential factors customers consider when following a fashion brand's social media account.

CONCLUSIONS, LIMITATIONS, AND RECOMMENDATIONS

OBP can extend its promotion through Instagram and TikTok to generate brand awareness and develop customer loyalty to its products. After analysing results from interviews, the survey, and the content analysis, this study created several pieces of content posted on Instagram and TikTok. The 12 new contents uploaded on Instagram generated 416 interactions, while the seven videos posted on TikTok received 1,036 views, 52 likes, 10 comments, and one save. The interactions obtained on Instagram resulted in an excellent engagement rate of 6.3%. It indicates that user retention efforts on Instagram are successful. Besides, the interactions on TikTok are also quite good but can still be optimized.

Notably, the content uploaded on Instagram resulted in 129 new followers, whereas TikTok generated six new followers. As a result, the number of OBP's Instagram followers has increased from 421 to 550, whereas the number of OBP's TikTok followers has risen from eight to 14. New followers and the final number of followers are indicators of success in carrying out some content for user acquisition and user retention.

Several recommendations have been discussed with the management to develop content on Instagram and TikTok. For example, to increase the Instagram ER, OBP should post creative and attractive content consistently and develop new ideas continuously. In addition, OBP can use influencers to attract consumer attention and create a desire to buy the products the influencers wear.

This study can contribute to the digital marketing literature. The findings can help explain how SMEs employ digital marketing, especially in developing nations. However, this study has several limitations. First, three weeks were spent on the survey. Future research can address this issue by extending the survey to increase responses. Second, several Instagram and TikTok content postings were measured within three months. Future study can overcome this problem by measuring more postings over a longer time for more reliable findings. Third, the results of this study reveal how SMEs may use digital marketing to promote their products and increase brand recognition. Future research might assess the significant impacts of digital marketing on product sales.

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