

Promotion Strategies in Increasing Sales of Herborist Products through Social Media Instagram, Shopee and Tiktok Shop (Case Study on Herborist User Community in Muarabakti Village, Babelan, Bekasi Regency)

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ABSTRACT

This research investigates the promotional strategies that Herborist employs to boost its sales in the digital age, focusing specifically on platforms like TikTok, Instagram, and Shopee. Utilizing a qualitative methodology, the study collects descriptive data through interviews and observations to assess the effectiveness of these strategies. The results reveal that Herborist engages consumers by creating captivating and informative content specifically designed for each social media platform, significantly influencing consumer interest and buying behaviors. Furthermore, the study underscores the critical role of consumer feedback in enhancing promotional methods and highlights the necessity for Herborist to proactively respond to customer demands and preferences. In conclusion, the findings illustrate that a cohesive and responsive promotional strategy is vital for increasing sales and building consumer loyalty within a competitive market environment.

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INTRODUCTION

In accordance with the development of the digital age marked by fierce competition in terms of product marketing, this situation encourages companies to be able to offer optimal in meeting customer guidance and desires. So creative ideas are needed to create products that are superior to before, so that they can compete with similar companies and achieve victory in market competition, in the business world the price of goods is often the main concern of consumers, which is the main focus of attention by companies (Zebua et al., 2022).

Competition in the business world in the field of goods marketing that is increasingly focused on providing satisfaction to consumers through increasingly quality products, product marketing activities to consumers are an aspect that companies must be able to face increasingly sharp competition very importantly, a business needs to maintain its products and needs to implement marketing strategies, both in the form and quality of products to understand the problems in the products produced (Aditya et al., 2024).

Promotion strategy is one of the crucial factors, as it can have a direct impact on the smooth running and success of a company in achieving its goals. With a planned promotion to buy the products they offer, effective promotions not only have the potential to increase sales, but can also provide various other benefits, for example, the company's name will be increasingly known by working capital, receivables reduction, and so on. Conversely, if the strategy is successful, it can lead to increased costs, a decrease in profit per unit, which can ultimately result in a decrease in monthly revenue (Nuraini & Eni Widhajati, 2019).

The development of business competition technology that is as tight as digital, social media where almost everyone has an account is sometimes still separated from the creative entrepreneur segment, even though almost everyone is familiar with social media from Shopee, TikTok and other

social media. Social media that is growing with electronic payment methods and other online media that are able to increase business income is even superior to before, this is a target for entrepreneurs because with social media entrepreneurs can have better profits and can be closer to customers so that this is an improvement and feedback in the future (Sholihin et al., 2018).

Herborist is a beauty and body care product originating from Indonesia, known for integrating natural ingredients with the latest technology to produce effective and safe products. An approach that prioritizes natural ingredients and innovation, herborist has become one of the popular brands among consumers who care about the health of the skin and body. Herborist products are used with natural ingredients such as plant extracts, spices and other herbal ingredients that aim to provide maximum benefits for the skin and body without side effects. Herborist's range of products offers various types such as skin care, body care, hair care and health products. The safety quality of herborist products, so that consumers can feel calm when using this brand also often gets certificates from related agencies. Herborist also innovates by developing new products according to consumer needs and market trends. The marketing and distribution of herborist products can be found in beauty stores, pharmacies and through online platforms to make it easier for consumers to access herborist products.

PT Victoris Care Indonesia Tbk's product marketing strategy pays attention to the price so that it does not exceed the limit of consumer ability, the product brands offered not only require good communication or service, business actors also need a cosmetic product by maintaining the quality, price and availability of products for consumers and promoting cosmetic products by advertising to sell their cosmetic products.

Along with the growth of the current market, there is a trend in the use of body care products (Mausa, 2020). Herborist is a traditional Balinese care product that is known to the community for body care products that use natural ingredients such as coconut juice, chocolate and strawberries that are good for skin moisture such as coconut hand body lotion, care soap and coconut shampoo. It is hoped that herborist will be able to compete in meeting sales targets within the company, but in reality, herborist's sales have not reached the target in sales outlets due to the number of care brands. Fierce competition results in a decrease in turnover in the sales of herborist products, therefore, conducting an evaluation or analysis of internal and external aspects to determine the right strategy or decision to understand the weaknesses, strengths, opportunities and challenges as well as threats in facing product marketing challenges and formulate strategies to increase sales (Tricahyani et al., 2019).

Based on the observations of researchers and the phenomenon that occurred, herborist cosmetic products have a fierce competition for herbal cosmetics in Bekasi City. In general, it is aimed at understanding consumer attitudes towards several other herbal cosmetic products, so that consumers make comparisons with other sellers of herbal cosmetic products. From the phenomenon that occurs to increase sales of Herborist products, a promotional strategy by means of social networking platforms such as the Instagram application, Shopee, and TikTok is very important. Companies must change their marketing strategies to meet the needs of audiences on each platform, leverage data and analytics to support the decision-making process, and address existing marketing issues. Customer satisfaction is essential for building loyalty and driving product recommendations, which in turn results in increased sales.

METHOD

Literature Review

Promotion

Promotion comes from the word "promote" in English, which means advancing or enlarging can be interpreted as activities carried out by the company according to a controlled marketing plan so that contributors can try to increase sales volume. Promotion refers to a series of elements in the marketing mix that are applied to influence consumers, with the aim of increasing sales and building a positive relationship between the company and customers. The company is determined for the main purpose as a tool of interaction that is persuasive (Akhwan et al., 2024).

Promotion is defined as the producer's efforts to provide information to influence and create relationships with consumers, producers must be able to communicate products to potential consumers so that they know about the products produced even though the products are good, cheap and high quality if they do not introduce to consumers the products offered do not sell well in the market. With an attractive advertisement, it will be remembered by consumers, so that consumers are likely to move to the product, therefore an attractive advertising language is needed so that it is often remembered (Afif & Aswati, 2022).

An analysis of promotion strategies on marketplace platforms shows that effective use of promotions, good management of product reviews, and attractive ad content have a significant impact on increased sales. Customized and creative promotions, such as discount offers, tend to grab consumers' attention and encourage them to make a purchase. In addition, positive reviews from other customers play a very important role in building trust in the product (Aditya et al., 2024).

Strategy

A strategy can be a plan designed to achieve goals and objectives, which serves as a tool to describe the direction of the business based on the existing environmental situation. In addition, strategy is also a guideline in implementing the organization and utilizing limited resources, with a strategic thinking approach. A strategic plan includes all elements, both visible and invisible, ensuring success in achieving goals (Amalia Yunia Rahmawati, 2020). The promotion is carried out to introduce the product to more buyers and arouse the interest of these consumers to buy it. In addition, a promotional strategy is an approach that can be taken by companies to achieve their goals, thereby helping to increase sales. Various kinds of promotional mixes can be applied in this process (Alistian, 2022).

Marketing Mix

Marketing mix refers to a tool within the company obtained to achieve marketing goals in the target market, in four variables (4P) marketing channels or a mixture of marketing strategies are used to achieve the agreed goals, including: products, prices, distribution channels or locations, and promotions (Hidayah et al., 2021). Products are a key element of marketing efforts because they are the impact that companies produce to market. Products can include goods or services provided to meet the needs or satisfy the desires of consumers (Alfarizi, 2024).

Price is one of the elements that influences consumers to buy products offered is that cost also acts as an economic tool, price regulates offers that can be shared among consumers. The price of a product reflects the overall value of the offering, which aims to provide value for consumers in considering the elements involved in the manufacture of the service. Place refers to a company's activities to ensure products are available to consumers. This includes efforts to ensure that the product is in a location that is easily accessible to consumers, which includes the strategy of determining the place of sale, distribution, storage policies, and delivery of the product so that the

company can ensure that the product is easily accessible to consumers and effective (Gadi & Iskandar, 2020).

Promotions are designed to attract and attract the attention of potential consumers through information and encourage consumers to be interested in the products or services offered by introducing products, services, and brands to potential customers. In conducting promotions, the purpose of delivering promotions is to attract the attention of consumers, which in turn helps in marketing and increasing sales including: introducing new products, developing brands, providing information to consumers, showing excellence, Promotion can be done both directly and through digital channels. Offline promotion is carried out through traditional methods such as print advertisements, banners, or live events that can be reached by consumers in the physical world by introducing the product to the public, while online promotion is carried out by means of social media such as shopee and tiktok. In marketing, companies need to use persuasive language, namely having a tone to persuade potential consumers to be interested and buy products (Evan Saktiendi et al., 2022).

Sales

Sales is the process of transferring the rights of goods to get the main source of the company's life from sales, which can generate profits. Efforts to attract consumers are carried out by understanding the attractiveness of the product, so that it is possible to know the results of the product that have been produced (Rachmawati, 2011). Sales is a process in which goods are offered to consumers to buy with the aim of getting a reward in the form of money, sales in promoting products and marketing products are interactions with consumers, price negotiation in the delivery of products for sales volume that refers to the number of goods or services that have been sold, is a measure of success in trying to achieve the target.

Research Methods

The research conducted adopts a qualitative-based approach. This research is planned to be carried out on Jalan Aqilah Medika RT 002 RW 001, Muarabakti Village, Babelan District, Bekasi Regency. Researchers conducted this study to gain a deeper understanding of herborist products in the community. The research time is estimated to be 1 month in December. The type and source of research data is primary data in the form of interviews. The data analysis method used is SWOT Analysis to analyze the formulation of the problem and compare approaches to analyze the data of this study, a comparative method of external factors that includes opportunities and threats, as well as internal factors consisting of strengths and weaknesses, is analyzed using a method with a qualitative approach.

RESULTS AND DISCUSSION

Promotion Strategies in Increasing Sales on Instagram

Based on the results of the interview analysis of the promotion strategy, this study successfully found that Herborist products must concentrate more on promotion through social media and digital platforms to increase the reach and attractiveness of the product. The information obtained shows that many respondents tend to use the platform to search for beauty products. Consumer Responses The findings from the interviews show that feedback from consumers is essential for refining marketing strategies. Consumers value responsive interactions from companies, which can help build trust and loyalty to brands. Social media plays a huge role in the marketing of Herborist products, especially to attract the attention of young consumers.

"Based on Zidan's opinion, he first learned about Herborist products through advertisements on social media and recommendations from friends."

It shows that platforms like Instagram, Shopee, and TikTok are effective in reaching young audiences who are active on social media. Herborists must continue to leverage these channels to introduce products and increase brand awareness.

"Mimi, on the other hand, considers Instagram to be the primary platform for obtaining information and interacting with Herborist products."

Appreciate the way the brand tells a compelling story, which makes him interested in trying the product. This shows that the younger generation tends to be interested in content that conveys the message in a more relatable way and touches their emotions. Herborists need to continue to emphasize the importance of compelling stories to strengthen relationships with audiences.

"Nabila sees the storytelling technique applied by Herborist as an effective way to build closeness with the audience."

Storytelling is a powerful marketing strategy because it can build brand identity and attract consumers' attention emotionally. Herborists should continue to develop more relevant and touching stories, so that consumers feel more personally connected to the brand.

Based on the interview above, it can be concluded that the marketing of Herborist products through social media is very effective, especially in reaching young consumers. Platforms such as Instagram, TikTok, and Shopee are strategic channels to introduce products and increase brand awareness. Zidan emphasized the importance of advertising on social media and friend recommendations as the main way to get to know Herborist products. Mimi considers Instagram as the main platform for obtaining information, with interesting storytelling as the main attraction. Meanwhile, Nabila considers storytelling techniques as an effective way to build emotional closeness with the audience and strengthen brand identity.

Overall, Herborist should continue to leverage social media to build a closer relationship with the audience, focusing on creating content that is relatable, emotional, and engaging to consumers. Strong storytelling and the right use of the platform will further strengthen the brand's appeal among young consumers.

Promotional Strategy in Increasing Sales on Shopee

The marketing and promotion strategy on Shopee indicates that Shopee uses a variety of marketing strategies to attract new users and retain existing customers. Campaigns such as "flash sales" and promotions on special dates (such as 11.11 and 12.12) create a sensation and urgency to shop, which proves the effectiveness of this strategy in increasing sales.

"Aqilah gives a positive view of the e-commerce platform."

Considering that shopee offers a user-friendly shopping experience with an easy-to-navigate interface and a large selection of products creates convenience and attracts consumers to explore more products. The influence of discounts and promotions also emphasizes that promotions, especially discounts and vouchers, have a great influence on their decision to shop. He mentioned that campaigns such as flash sales and daily promos often encourage him to make a purchase, showing that price incentives are very effective in attracting consumers.

Challenges and fierce competition in the e-commerce market, however, he believes that with an invasive marketing strategy and continuous improvement in services, Shopee can maintain market share and target more consumers.

Promotion Strategies in Increasing Sales on Tiktok Shop

Based on these three features, the most effective sales are tiktok shop according to

"Ulfiyah revealed that the features of TikTok that have the most impact on sales are promotions through videos, Live, and flash sales."

Based on the analysis given the visual power and virality of content on TikTok, it is important for Herborist to leverage video formats and Live sessions to increase engagement. Flash sales can create a sense of urgency that encourages quick purchases.

"Nuraliyah also stated that the direct shopping feature on TikTok is one of the features that has the most impact on sales."

This feature allows users to purchase products directly through live broadcasts on TikTok, which increases the ease for consumers to make purchases. By emphasizing the importance of collaborating with influencers on TikTok to promote products. With this collaboration, the product can be reached more widely, because influencers have a large following and are relevant to the target market of Herborist products.

E-Commerce Features One of the features of TikTok that has the most impact on sales is TikTok Shop. This feature allows users to purchase products directly from the platform without having to move to another app, which makes the purchase process easier and faster. Interaction through unah content also highlights the importance of creativity in uploaded content. Features like live streaming and creative and entertaining short videos can capture your audience's attention and increase engagement, thus contributing to sales. Creating TikTok content that can go viral is about ensuring that it is relevant and engaging to the audience. This includes conducting research to follow trends and maintaining consistency in uploading content. And choosing influencers who have relevant audiences and content can help expand the reach of the brand and attract the right consumers.

The conclusion drawn is that TikTok's various features, especially TikTok Shop, as well as promotions through videos, live broadcasts, and flash sales, have a significant influence on product sales, as explained by Herborist. TikTok Shop makes it easier for consumers to buy products directly without switching apps, while promotions through video and live broadcasts can increase engagement and make content more viral, which ultimately drives purchases. Flash sales create a sense of urgency that can trigger purchases faster. In addition, partnering with influencers who have relevant audiences can also expand the reach of the product. To achieve success on TikTok, it is important to be creative in creating content, following existing trends, and choosing influencers that suit the target market.

Public Perception of Herbal Products The results of the interviews revealed that there is interest in the community to better understand the benefits of Herborist products. This shows the need for education about products as part of a promotional strategy to increase understanding and acceptance among consumers. **Creativity in Promotional Content** The discussion concludes that content that is interesting and in accordance with consumer needs on social media can attract the attention of the audience. Innovations in product marketing, including attractive promotional offers, can contribute to increased sales.

Herborist Product Education Education is carried out through content that shows how to use the product correctly. For example, in a TikTok video, showing a skincare routine using Herborist products can give consumers a direct idea of the right way and time to use the product. According to Nida, Herborists need to produce informative educational content about various products and their benefits. This content should be clear and easy to understand, so that consumers can understand the advantages of the product thoroughly.

"Nida also stated that many consumers do not fully understand the benefits of the natural ingredients used in products."

Herborist education about the origins and efficacy of these ingredients is essential to build consumer trust and interest. However, according to the focus on the health benefits of the skin.

"Megan states that it is important to provide deeper education about the skin health benefits of Herborist products."

Education on how certain products can help address specific skin concerns such as aging, dehydration, or acne. Effective education in this area is important to increase consumer awareness and understanding of Herborist products, which in turn can drive sales and brand loyalty.

"However, according to Ulfiyah, education about product safety, education about safety and product certification is also very important that consumers want to feel safe when using beauty products, so Herborists should emphasize this aspect."

The results of these observations show that comprehensive and interactive education about Herborist products can help increase consumer understanding and trust and ultimately drive product sales. Proactive Action on Feedback is a great way for Herborist to actively pay attention to feedback from customers to make necessary improvements. The feedback received must be used to adjust products and marketing strategies to be tailored to the desires of consumers. Consumer feedback collects input from consumers to improve products and marketing strategies based on consumer perceptions taken from the results of interviews with

"Mimi stated how consumers' perception of the Herborist brand, for example, if she feels positive about the quality and effectiveness of the product, shows that Herborist has succeeded in meeting consumer expectations in terms of quality."

The success of an educational campaign if there is an aspect of the Herborist educational campaign that Mimi has stated to be very helpful, for example, the use of these tutorial videos or testimonials can be an indicator that the approach needs to be continued or improved. Suggestions for improvements that need to be improved such as developing new products, adding information to the packaging or improving the customer experience can be valuable input for the development of future marketing strategies. This feedback is crucial because it can help Herborists to better understand the needs and expectations of consumers, as well as allow them to optimize their products and marketing strategies.

"Zidan expressed his satisfaction with Herborist's product, showing that the product has met customer expectations which can be a positive indicator for the company to continue with the approach they are currently using."

Feedback on purchase preferences regarding where to buy, whether through social media, e-commerce, or physical stores can provide Herborist with insight into effective distribution channels if zidan prefers one method over the other can help focus a more effective promotional strategy. Criticism and suggestions regarding the product or its user experience are input if he suggests improvements in packaging or efficiency of delivery information is invaluable for the product development process and service improvement.

The effectiveness of promotion in interviews there is an emphasis on how effective the promotion is, this shows that consumers respond well to the marketing strategies implemented. For example, if Zidan mentions that promotions made on social media attract attention and make them more motivated to buy products, then Herborist should continue or increase this type of promotion.

Discounts and special offers reviews about discounts and special offers become important. Suppose zidan states that the discount offered is not very high but still attractive, this tells Herborists that they must be careful in setting the discount rate to remain profitable without harming profit margins. For example, offering a 10-20% discount or bundling products can be an effective strategy. This feedback analysis can assist Herborist in formulating more precise and effective promotional strategies, as well as in establishing discount policies that can increase sales without damaging the brand image.

"Ida explained that the promotional strategy implemented is very important to increase product visibility, she stated that the use of social media and digital campaigns is an effective tool to reach a wider audience."

From the interview conducted with Ida, it can be concluded that in designing promotion and discount strategies, it is important to consider consumer desires and habits. Discount offers have the potential to increase consumer interest in buying products; However, this must remain in line with maintaining product quality and the company's profitability. In addition, feedback from customers is invaluable to assess and improve existing promotional approaches. Creativity in running a campaign is also the key to capturing the attention of the audience. Thus, a customer-focused and innovative strategy in marketing can strengthen the brand's position in a highly competitive industry.

"Unah believes that innovation in promotion and discount methods can increase the attractiveness of offers in the market."

For example, by using gamification techniques or action-based promotions to engage consumers, this innovation can create buzz around the product and make consumers more encouraged to make purchases. Unah also revealed that promotions and discounts are very important aspects in marketing strategy, good management of these two elements combined with consumer feedback and innovation can provide a significant competitive advantage in the market.

The conclusion that can be drawn from the interview with Unah is that promotions and discounts are vital components in a successful marketing strategy. Discounts serve as an effective tool to attract consumers' attention and encourage them to make purchase decisions, but they need to be managed wisely so as not to damage the company's product image and profitability. It is important for companies to take advantage of various promotional channels and listen to feedback from customers in order to adapt marketing strategies according to their expectations. In addition, the application of innovation in promotional techniques can increase the attractiveness of products in a competitive market. With a balanced and creative approach, the company is able to increase customer satisfaction while achieving the desired sales target.

The interviews conducted showed that Herborist needed to adjust its promotional strategies and discount offers based on a deep understanding of consumer needs. The use of social media as an effective promotional channel helps increase product appeal, while managing discounts wisely can increase sales figures without hurting profits. Input from consumers, both positive and negative, plays an important role in improving promotional strategies in the future. In addition, Herborist must still pay attention to the quality of its products even though it is applying various kinds of discounts. In addition, innovation and creativity in presenting promotional content are essential to win the hearts of customers and encourage audience engagement.

In conclusion, to increase the appeal and sales of Herborist products, companies must leverage social media and digital platforms, such as Instagram, TikTok, and Shopee, as the main channels in their promotional strategies. This platform has proven to be very effective in reaching young audiences, especially with storytelling content that can evoke emotions and build relationships with consumers. TikTok Shop is also a feature that really supports sales, because it makes it easier for consumers to make purchases directly through the application. In addition, it is important for Herborist to provide clear education about the benefits of the product and its ingredients, so that consumers understand and feel more confident in the product.

Herborists also need to listen to feedback from consumers to continuously improve their products and marketing strategies. Input on promotions, discounts, and customer experience is invaluable for further development. On the other hand, innovations in promotions, such as attractive discount offers, can be an effective way to grab consumers' attention without damaging the brand's

image. Overall, by continuing to innovate, paying attention to consumer feedback, and making the most of social media, Herborist can strengthen its brand position and increase sales in the market.

Based on Marketing Mix (Promotion Mix)

Based on the analysis of the results of interviews related to the promotional mix, it can be concluded that each component in the promotional mix plays a vital role in influencing consumer purchasing decisions. Respondents stated that attractive and relevant ads are very effective in increasing brand awareness. Additionally, sales promotions, such as discounts and special offers, have been proven to encourage consumers to take purchase action. Public relations activities are also considered a key element in building a positive brand image and increasing consumer trust. Meanwhile, personal sales are considered important in establishing long-term relationships with customers through more personalized direct interactions.

Feedback from the audience is also very important; Respondents emphasized the need to collect and analyze input from consumers to adjust and improve promotional strategies. Challenges in implementing this strategy, such as limited budgets and tight competition, require a flexible and responsive approach to market changes. Overall, the interview results provide a clear insight into the importance of collaboration between elements in the promotional mix to achieve maximum results in increased sales and customer loyalty.

CONCLUSION

Promotion tactics on tiktok coonsumen see good product quality, use herbal products, attractive packaging, affordable prices and also have ziatun oil that is good for the skin. The goal of this study is to dive deeper into the promotion strategies applied by Herborist products in order to increase their sales in the digital era. Based on the analysis carried out, it can be concluded that: Significance of Promotion Strategy: The implementation of the right promotion strategy has a huge impact on increasing sales. Herborists need to focus on developing engaging and relevant content on various social media platforms to capture consumers' attention. The Importance of Consumer Feedback: Responses and feedback from consumers are invaluable information to improve promotional strategies. Herborists must be proactive in listening to and responding to customer needs and complaints to increase their satisfaction and loyalty. Brand Creativity and Consistency: Creativity in creating content and consistency in brand identity are key to success in promoting products. Direct interaction with consumers through education and collaboration with influencers can strengthen relationships with audiences. Adapting to the Latest Trends: Herborists need to continue to adapt to evolving digital marketing trends, including leveraging analytics data to make more informed decisions in designing promotional campaigns. Suggestions for Further Development: This study recommends that Herborist continue to innovate in promotional strategies, improve product packaging, and carry out promotions regularly to maintain consumer trust and increase sales.

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