

# Analysis of the Potential of Creative Marketing Strategies in Increasing Sales in the ANURATU Convection Industry

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## Abstract

This study analyzes the potential of creative marketing strategies to enhance sales in the ANURATU convection industry. The research aims to explore the deeper potential and future opportunities of this industry, contributing to the relatively under-researched area of creative marketing. By identifying and understanding the unique factors that drive consumer interest and engagement, this study seeks to provide valuable insights for businesses looking to innovate and grow in a competitive market. The study employs a qualitative approach, utilizing descriptive methods to gather and present data based on observations and interviews. ANURATU, a small-scale home-based business, produces high-quality vintage-themed apparel. Despite using manual production processes and simple equipment, ANURATU has successfully marketed its products both domestically and internationally, including in regions such as Sumatra, Bali, and Singapore. The research highlights the role of digital marketing as a powerful tool for increasing visibility and attracting a wider customer base. Additionally, product diversification has proven to be an effective strategy in appealing to different consumer segments, expanding the brand's reach. The findings suggest that creative marketing strategies, such as leveraging social media platforms, influencer collaborations, and limited-edition collections, are essential for boosting sales and fostering customer loyalty. With a focus on quality and trust, ANURATU has the potential for significant growth and sustainability. The study concludes that by continuing to embrace creative marketing techniques, ANURATU can establish itself as a leading brand in the vintage apparel industry.

## 1. Introduction

In the current era of globalization, where business competition is becoming increasingly fierce, the garment industry in Indonesia faces significant challenges not only to survive but also to thrive amidst intense competition. This industry is not only required to produce high-quality products at competitive prices but must also be able to attract consumer attention and interest through marketing strategies that are not only effective but also innovative and creative (Lina, 2022). ANURATU, as a player in the garment industry in Indonesia, is well aware of the importance of implementing creative strategies in their marketing activities. They understand that creative strategies are not just tools to boost sales but are also the key to maintaining and even expanding their market share in the face of growing competition. With the right approach, ANURATU strives to remain relevant and be

the top choice for consumers in this ever-evolving industry.

As fashion trends change rapidly and consumer needs continue to evolve dynamically (Zhang & Chang, 2021), traditional marketing strategies are often no longer considered adequate or effective to attract the interest and attention of an increasingly complex market. Today's modern consumers tend to be more interested in brands that are able to offer experiences that are unique, personalized, and relevant to their lifestyles and values. This creates challenges for companies to adapt and innovate their marketing strategies. Therefore, ANURATU as one of the players in the convection industry, needs to develop a marketing strategy that is not only creative, but also able to adjust and adapt to the increasingly diverse, complex and sophisticated characteristics of its target market.

Creative marketing strategies can be a very important tool for ANURATU to increase



its competitiveness in this competitive market. By utilizing various modern marketing channels, such as social media, engaging and interactive digital content, and innovative and differentiated campaigns (Peter & Dalla Vecchia, 2021), ANURATU has great potential to increase market penetration and win over consumers. The use of these creative strategies allows ANURATU to create stronger and closer relationships with consumers, which in turn can help build a brand that is better recognized and appreciated by the market. More than just increasing brand visibility, creative marketing strategies can also be key in driving customer loyalty. When consumers feel emotionally connected to a brand, they are more likely to remain loyal and make repeat purchases, which directly contributes to increased sales. As such, ANURATU can accelerate its sales growth through a more consumer-focused marketing approach supported by creativity that not only captures the attention but also inspires action from their target market. With the right strategy and good execution, ANURATU can strengthen its position in the market and continue to grow despite the increasingly fierce competition.

This effort encompasses the theory of creative economy, which is a concept that has developed in the modern economic world (Oleg, 2018). This concept focuses on improving quality and economic success through culture and the creative industry. The term "creative economy" was first introduced by British economist John Howkins in 2001. She defines the creative economy as "a creative process that generates economic value." The creative economy encompasses various industrial sectors, such as performing arts, film, television, design, advertising, publishing, music, and information technology. The goal of creative economy theory is to change traditional perspectives on the economy and recognize the important role of culture and creativity in generating economic value.

The theory of creative economy emphasizes the importance of innovation, creativity, and uniqueness in building

competitive advantage. In this context, innovation and creativity encompass not only new products and services but also different production processes, unique business models, as well as innovative marketing and distribution. In this theory, innovation and creativity become key factors in enhancing productivity and economic growth (Prajanti et al., 2021).

In this context, this research has the main objective to analyze the potential of implementing creative marketing strategies in an effort to increase sales in ANURATU's convection industry. This analysis will not only provide a deep insight into various innovative marketing strategies, but will also help the convection industry in designing and implementing appropriate and effective measures to face the increasingly fierce competition in the market. By conducting a comprehensive analysis of potential creative marketing strategies, it is expected that new and better ways can be found to maximize existing market potential and optimize resources.

Furthermore, the results of this analysis are expected to provide clear guidance for ANURATU in making strategic decisions that can support their long-term goals. By utilizing creative strategies supported by strong data and analysis, ANURATU stands a great chance to not only survive in the market, but also grow and develop at a higher pace than its competitors. This research also aims to identify market opportunities that may not have been optimally tapped, as well as propose innovative approaches that can significantly improve ANURATU's competitiveness.

Thus, through deeper understanding and better strategies, ANURATU is expected to not only be able to achieve a sustainable competitive advantage, but also be able to drive better and stable business growth in the future. This will enable ANURATU to become a leader in its industry, with a marketing strategy that is not only relevant to current trends, but also adaptive to upcoming changes and challenges in an ever-evolving market.

## 2. Literature Review

### 2.1 Potential

Potential is the ability or capacity possessed by someone, something, or an entity to develop, grow, or achieve something bigger or better in the future. Potential refers to a possibility or opportunity that exists, even if it is not yet fully realized. It can refer to various aspects, such as an individual's potential to succeed based on their talents and skills, a market's potential to grow based on economic trends, or nature's potential to be developed sustainably (Tone et al., 2020). Potential is also a set of abilities, capabilities, strengths, or potentials that have the possibility to be developed into a greater form. This form is usually obtained through development for welfare in people's lives.

The convection industry has great potential especially in countries with high population and developing economies such as Indonesia. Growing market demand along with population growth and changing fashion trends provide great opportunities for the industry. In addition, relatively low production costs and government support through tax incentives and training add to the competitiveness of the local convection industry. The ability to export products to international markets also opens up opportunities for wider growth. The abundant availability of raw materials further facilitates production and meets the growing demand.

### 2.2 Creative Strategy

A creative strategy is an innovative and original approach used to achieve marketing or advertising objectives through a deep understanding of the target audience, the establishment of clear objectives, and the development of compelling and unique concepts. It involves out-of-the-box thinking to create memorable messages and using the right media to reach the audience effectively. By combining these elements, creative strategy aims to attract attention, build engagement, and achieve desired results in a way that differs from conventional approaches (Aske

Cecariyani & Genep Sukendro, 2019). According to Creative strategy is the key to making a work. It is only when it is realized in a work, whether the strategy can be presented well. But back again to the individual who sees, there is a work that has been presented in such a creative way but it is possible that it will get a response that says that the work is not creative.

In the convection industry, creative strategies involve innovations in product design, marketing and operations to differentiate themselves from competitors and attract consumer attention. One approach is to focus on sustainability and ethical fashion, using eco-friendly materials and responsible production processes. With consumers' increasing awareness of the environmental impact of the fashion industry, convection companies can highlight their commitment to sustainable practices in marketing and branding campaigns. In addition, collaborations with local designers or fashion influencers can help create unique collections and appeal to a wider market.

### 2.3 Marketing

Marketing is a strategic process that involves market research, product development, promotion, distribution, and sales with the aim of meeting the needs and wants of consumers and creating value for the company. It includes activities such as advertising, public relations, and direct sales that aim to build and maintain customer relationships, increase brand awareness, and encourage consumer purchases and loyalty. Through an integrated approach, marketing seeks to understand and influence consumer behavior to achieve long-term success in a competitive market (Shobri, 2022).

Marketing is a social process by which individuals and groups get what they need and want through the process of creating, offering and exchanging products and services freely with others. The core concepts of marketing include needs, wants, demand, production, utility, value and satisfaction, exchange,



transactions, and market relationships, marketing and markets. Needs and wants and demand are different concepts. A need is a state of perceived absence of certain basic satisfactions, while a want is a strong desire for specific satisfaction of deeper needs. Meanwhile, demand is the desire for a specific product that is supported by the ability and willingness to buy it. The marketing concept teaches that the key to achieving organizational goals consists of determining the needs and desires of the target market and providing the expected satisfaction more effectively and efficiently than competitors (competitors).

## 2.4 Increasing sales

Sales are the goal of marketing, meaning that the company through the marketing department including its sales force will try to carry out sales activities or distribute manufactured products. And in marketing, the company must have a strategy to increase sales of what is produced and managed. According to Wijaya (2011: 92), "Sales are a revenue transaction for goods or services sent by customers in exchange for cash an obligation to pay". From the above definition, it can be concluded that sales is an activity where buyers and sellers come together to transact, influence each other, and aim to exchange goods or services for money.

Increasing sales is a strategic process that aims to increase the volume and transaction value of products or services sold by a company. It involves various approaches, such as identifying and capitalizing on new market opportunities, improving marketing and promotion strategies, improving product or service quality, and expanding distribution channels (Musyawarah & Idayanti, 2022). By understanding consumer needs and wants, and using data and analytics to optimize offerings and customer experiences, companies can drive demand, strengthen customer loyalty, and ultimately achieve sustainable sales growth.

## 2.5 Industry

Industry broadly includes all businesses and activities in the economic field that are productive and commercial in nature. According to (Poernomo et al., 2011) Industry is a field or economic activity related to the processing / manufacture of raw materials or the manufacture of finished goods in factories using skills, labor, the use of tools in the field of processing crops, and their distribution as the main activity. So the industry is generally known as the next link in the chain of efforts to meet (economic) needs, there are really many kinds of industries, some of which are more important, namely the construction industry (housing or factories), manufacturing (automotive and electronics), and convection.

The convection industry is a business sector that focuses on the production of clothing and textiles on a large scale, covering various types of clothing such as t-shirts, shirts, pants, jackets and other garments. The production process in this industry involves several stages, from design, material cutting, sewing, to finishing and packing. The convection industry often uses significant labor and sewing machine technology to improve production efficiency. With high and diverse market demand, the convection industry plays an important role in meeting the clothing needs of both local and international markets, as well as contributing to the economy through exports and job creation (Joko Iskandar et al., 2022).

## 3. Research Methods

The research uses a qualitative method with a description approach which is required to be able to explain, explain, describe or describe and search for data based on what is seen, said, felt, and done by the data source in accordance with the facts in the field. According to (Sugiono, 2012: 9) qualitative research based on the philosophy of postpositivism, which is used to examine the conditions of natural objects, here the position of the researcher is a key instrument, then data collection techniques with triangulation, data

analysis is qualitative, and research results emphasize meaning over generalization. Descriptive research is research that describes the content of the data obtained (Fahrudin, 2023).

This research was conducted on the object of ANURATU convection industry with data collection techniques using observation, interviews, and documentation to get deeper information about the potential of the object of research and its creative strategies in marketing products so as to increase sales. The data obtained are primary and secondary data. Primary data is obtained directly from observations and interviews with informants consisting of industry owners, employees, and customers. While secondary data is in the form of data documents on the number of employees, customers, products sold, digital track records from ecomers platforms and promotional posters.

## 4. Results And Discussion

### 4.1 Research Results

#### a. Profile of the ANURATU

The ANURATU garment industry is a privately owned business that focuses on the production of ready-made clothing, catering to various clothing needs such as school uniforms, work uniforms, t-shirts, jackets, and formal wear. But now we only accept orders based on the theme created by the industry, which is the vintage theme. This business has been established since 2021, and they have served a variety of customers ranging from government agencies, private companies, and individuals. This business is located in Randujalak Village, Besuk District, Probolinggo Regency.

#### b. The Potential of ANURATU's Garment Industry

The presence of the ANURATU garment industry has a positive impact on the surrounding environment, such as boosting the local economy, strengthening the trust of business partners in the supply of raw materials (fabric, thread, beads), and providing internship training opportunities for students

from educational institutions. In the future, ANURATU has the potential to further develop through the addition of product variations, an increase in the number of employees, and relocation to a larger and more spacious production site (Fahrudin et al., 2021). These potentials will be studied in greater depth to provide a real picture of the development of this industry and to produce up-to-date information that is beneficial for business development.

#### c. Research Findings

In an effort to understand how creative marketing strategies can enhance sales in the ANURATU garment industry, this research evaluates several important aspects, including product variation addition, increase in the number of employees, production relocation, marketing campaign effectiveness, consumer response, and the direct impact on sales. Based on the data collected and the analysis conducted.

### 4.2 Research Discussion

#### a. Addition of Product Variations

The addition of product variations (Norawati et al., 2021) in the ANURATU garment industry is an important strategy to meet the increasingly diverse and dynamic market demands. By introducing a variety of designs, materials, and new product categories, ANURATU can attract the interest of consumers from various segments, including those with unique preferences or those following the latest fashion trends. This step not only expands ANURATU's market reach but also enhances the brand's competitiveness amid fierce competition. Product diversification allows ANURATU to adapt to changing trends, thereby maintaining relevance in the eyes of consumers and strengthening its position as an innovative garment provider.

ANURATU proudly introduces its latest product variations inspired by a vintage theme. Initially, ANURATU produced items with an Arab theme (such as gowns, cloaks, etc.), but

during Ramadan, the competition in the market for gowns and cloaks became intense. As a result, ANURATU shifted to a vintage theme. The owner stated that "We are proud to present the latest product variations from ANURATU, which carry a vintage theme." This collection presents a classic touch with a timeless style, combining the best quality from our garment industry with elegant retro aesthetics. "Discover the perfect blend of modern comfort and the charm of the past in each of our latest products." ANURATU continues to innovate by combining traditional values with the latest technology, creating products that are not only aesthetic but also functional and durable.

In addition, the addition of product variations can also play a role in increasing the loyalty of existing customers (Pan et al., 2012). By providing more options, ANURATU can meet the diverse needs of customers, thereby encouraging repeat purchases and enhancing customer satisfaction. Innovative new products also provide ANURATU with the opportunity to explore new market segments and create strong differentiation compared to competitors. This step, if managed well, can have a positive impact on long-term sales growth and profitability, as well as help ANURATU build a stronger and more widely recognized brand in the garment industry

#### **b. Recruitment of Employee Numbers**

Recruiting the right number of employees in the ANURATU garment industry is a crucial factor in supporting the company's growth and operational efficiency. With the increasing market demand and production expansion, ANURATU needs to add employees who are not only skilled but also have commitment and the ability to adapt to industry developments. The addition of employees will enable ANURATU to meet production targets more quickly and effectively, maintain high product quality, and enhance the company's capacity to implement a more aggressive marketing strategy. Furthermore, the recruitment of new (Gupta et

al., 2018) employees provides ANURATU with the opportunity to strengthen the team with diverse skills that can drive innovation and improve the company's competitiveness in the increasingly competitive garment market.

#### **c. The Effectiveness of Creative Marketing Campaigns**

The effectiveness of creative marketing campaigns (Yuniarti et al., 2024) in the ANURATU garment industry has proven to yield outstanding results. With an innovative approach, this campaign successfully captured consumers' attention through various platforms, both online (such as Instagram and TikTok) and offline. The use of relevant and engaging content, combined with a strong branding strategy, has created broader brand awareness and increased consumer interest in ANURATU products. In addition, this marketing campaign has also successfully created deeper engagement with consumers. Through loyalty programs, creative promotions, and intense interaction on social media, ANURATU has not only managed to boost sales but also strengthen relationships with loyal customers. The positive impact of this campaign is evident in the significant increase in sales as well as enhanced engagement across various communication channels.

#### **d. Consumer Response**

Consumer response to ANURATU's creative marketing strategy shows very positive results. Surveys and feedback from consumers indicate that they feel more connected to the brand through a personal and innovative approach (Marbach et al., 2019). The introduction of new products through interactive content that is relevant to current trends has also successfully increased consumer purchasing interest. In addition, creative loyalty programs and promotions, such as giveaways and contests on social media, have successfully increased engagement. This initiative not only attracts consumer attention but also encourages repeat

purchases, strengthening long-term relationships with customers.

#### e. **Production Relocation**

Relocating to a larger and more spacious production (Babb & Iida, 2023) facility is a strategic move for ANURATU to support its ongoing business growth and expansion. By moving to a larger facility, ANURATU can significantly increase its production capacity, allowing the company to meet the growing market demand. The larger facility also provides space for the addition of new machines and more advanced production technology, thereby enhancing operational efficiency and maintaining consistent product quality. Furthermore, the expanded space enables ANURATU to optimize the production layout, which will not only boost productivity but also create a more comfortable and safe working environment for employees.

This relocation also opens up opportunities (Bulan Kalismaya W., 2017) for ANURATU to be more flexible in developing new product lines and adapting to changing trends in the fashion industry. With adequate space, ANURATU can more freely explore innovations and diversify its products, which in turn will help the company strengthen its position in the market. In addition, a larger production facility can convey a higher sense of professionalism to clients and business partners, as well as support ANURATU's efforts in building a reputation as a reliable and quality-oriented garment manufacturer. Overall, this relocation is expected to serve as a strong foundation for ANURATU to achieve sustainable growth and enhance its competitiveness in the garment industry.

## **5. Closing**

### **5.1 Conclusion**

Based on the analysis conducted, it can be concluded that the ANURATU convection industry has a significant role in providing employment opportunities for local women, particularly housewives. The business has successfully established a strong market

presence through the production of vintage-themed clothing, despite being a small-scale, home-based enterprise. The research highlights that ANURATU's creative marketing strategies, including product diversification and the use of digital platforms, have been effective in increasing sales and expanding the customer base beyond the local market to other regions and countries. The potential for further development is substantial, especially with the continuous prioritization of quality and trust-building with customers. These elements are key to ensuring the long-term sustainability and growth of the business.

### **5.2 Suggestion**

Suggestions on research results and discussion.

1. **Expand Marketing Channels:** ANURATU should explore additional marketing channels, including collaborations with fashion influencers and expanding its presence on e-commerce platforms to increase brand visibility.
2. **Increase Product Diversification:** While the current focus is on vintage-themed clothing, adding more product variations could attract a wider range of customers, increasing sales and market reach.
3. **Improve Production Capacity:** Relocating to a larger facility and investing in advanced production equipment will enable ANURATU to scale up operations and meet growing demand efficiently.
4. **Strengthen Customer Relationships:** Continuously engaging with customers through loyalty programs and personalized promotions will help build long-term customer loyalty and repeat purchases.
5. **Enhance International Market Penetration:** Given the current success in exporting to countries like Singapore, ANURATU should explore further opportunities to penetrate other international markets, potentially through partnerships or distributors.

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