

STRATEGIES FOR UTILIZING THE FACEBOOK APPLICATION IN INCREASING SALES OF MAR FASHION STORES IN TOLITOLI REGENCY

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Abstract

The results of this study aim to find out and analyze the Strategy of Utilizing the Facebook Application in Increasing Sales of Mar Fashion Stores in Tolitoli Regency. The method used in this study is a qualitative method. The subjects of this research are leaders, employees and consumers. The data sources used are primary data and secondary data. The data collection method carried out is by observation, interview and documentation methods. Then using SWOT analysis with IFAS and EFAS tests. The results of this study show that the Mar Fashion Store is located in square 1 by using an aggressive strategy. The strategy for utilizing the Facebook application in increasing sales used by Toko Mar Fashion is that growth strategies are often related to increasing the company's internal strengths, taking advantage of external opportunities, overcoming internal weaknesses and anticipating external threats. By ideizing and capitalizing on these opportunities, companies can expand the market, increase revenue to achieve increased business growth.

Keywords: *SWOT Analysis, Sales Increase, Facebook App Utilization Strategy.*

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INTRODUCTION

Along with the development of the times and followed by the development of technology or information, the scope has changed a lot in the world of marketing which used to be familiar to us in a conventional way or an orderly way of marketing a product, but as the times develop, of course, we are familiar with many applications that can help in the business world and expand the marketing network. The process of utilizing technology is such as promoting online on social media so that business people certainly cannot do traditional marketing, but must be updated to keep up with the times that are continuous or every year it changes.

As for the current business growth conditions, it can be seen from the growth of companies with similar products that trigger fierce competition in fighting for market share and consumers. Because with the internet, it allows easy access to various information, making consumers more knowledgeable and empowered in making purchase decisions. The advancement of the internet has given birth to various kinds of popular social media applications such as Facebook, TikTok, and many more which have become platforms for interaction, marketing, and information dissemination. Of course, the emergence of social media makes it an opportunity for people to market a wider range of business ventures. In today's era, online buying and selling is very prevalent, because without leaving the house we can see a product and even order it until it reaches our destination.

Sales value is the top priority for business actors to meet targets and maintain business sustainability, so effective product marketing is crucial in achieving these goals. Of course, product sales are also influenced by the environmental conditions around the place of business, such as the local economy and competition which can affect product sales and overall business success. Strategic location placement can be a key factor in increasing product sales, as a strategic location can increase visibility, accessibility and appeal to customers.

For digital business owners, having an effective social media marketing strategy is essential to increase visibility and win the competition among many existing online stores, so that they can differentiate themselves and become the main choice of consumers. Many new business actors use social media as an effective and efficient marketing tool to reach the target market and increase brand awareness in the current digital era, because it will not run if it is only done offline, or just to fill the void of time they have. This makes the competition between digital business actors even stronger. Therefore, it is necessary to have a special strategy carried out by business actors in managing their business so that it remains the number one choice of consumers. Almost all people today can access the internet easily, Thus, the target that can be reached by marketing will become wider, so the potential to get business profits from the internet will be very large. Therefore, in today's era, it is no longer surprising that many business actors use social media as online marketing to increase sales of their products and compete to market and ensure that their products are the best.

The strategy for using applications such as facebook can be seen from the modern development of many of us who use the facebook application and have their own facebook accounts, so that the application can be used for online marketing and increasing sales of a business or a store.

Facebook is perfect for business actors because of its wide user base and various ad formats. Facebook is a social media used to publish content, such as user profiles,

activities or even opinions, and also as a medium that provides space for communication and interaction in social networks in cyberspace, Nasrullah (2017:40). Marketing strategy is one of the efforts in order to achieve a goal. Marketing is the process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return, Philip Kotler, (2008:6).

In today's digital era, utilizing the Facebook app as a marketing strategy can be an effective way to increase sales and advance a store or business. Because of the lack of revenue generated if you only rely on offline sales. So that the Mar Fashion store prefers the Facebook application to increase its sales.

The Mar Fashion store is a clothing business, this store is one of the stores that used to only sell offline but the store had sold on the tiktok application but did not get satisfactory results because, the limitations of tiktok followers and a less strategic area, because the store is located in Tolitoli Sulawesi Tengan while there are still fewer tiktok followers from the Tolitoli area, of course it is not effective if you do marketing through TikTok because if you do a live broadcast, there are not so many TikTok followers or users who are interested because of course, if you send goods out, of course the shipping costs (postage) will be more expensive than the price of the item because the Mar Fashion store is located in a fairly distant area. Therefore, Toko Mar Fashion stopped using the tiktok application because it did not experience an increase in sales at all. The Mar Fashion store now uses the facebook application as a means to improve the overall performance of the store and apparently, after using the facebook application, it is true that there have been changes and it has even been widely known because the store uses the application as best as possible. The Mar Fashion store took advantage of the application by joining the Tolitoli Buying and Selling Group, Tolis Dagang. The Mar Fashion store always broadcasts live on its facebook account, of course, followers and those who know the name of Facebook can see live broadcast activities just by using an Android cellphone.

The Mar Fashion store used to not have many employees but now the Mar Fashion store has 4 employees. The Mar Fashion store chooses criteria that are not shy and able to communicate well because the store conducts live broadcasts almost every day and the one who does the live broadcast is the store employee.

Stores that sell various types of clothing, of course, Toko Mar Fashion certainly has a lot of competitors, not to mention Toko Mar Fashion is located in Tolitoli which is quite far in marketing a product, of course, by utilizing the facebook application, Toko Mar Fashion has experienced changes in sales increase.

Table 1. Revenue

No	Year	Total sales	Total assets
1	2022	1.829.942.500	1.460.561.800
2	2023	2.211.907.000	22.968.993.027
3	2024	3.925.185.000	20.855.404.094

It can be seen that sales at Toko Mar fashion have increased significantly from 2022 to 2023, then in 2024 will continue to increase due to the good use of the Facebook application. Toko Mar Fashion is a clothing business that has various types of fashion clothes. Clothes have always been the most popular product by various groups with

various styles that continue to develop and change, even many teenagers who collect clothes just to follow trends or fashion that are becoming a lot of attention today. Mar Fashion Store sales have increased significantly from year to year. Some of the factors that contributed to the increase in sales include the following: 1) Toko Mar Fashion offers products at affordable prices so that it is very suitable for the lower middle class who are looking for fashion with a limited budget; 2) The products on the market are already known to consumers; 3) The products marketed have various types of clothing; 4) Able to establish good relationships with consumers or customers.

In knowing the condition of a store, swot analysis can be carried out is a form of analysis by systematically identifying various factors of the strengths and weaknesses of an institution or organization as well as opportunities and threats of the company. Given the importance of marketing strategies in influencing the sales rate of a product, the research was interested in conducting a study entitled "Strategies for Utilizing Facebook Applications in Increasing Sales of Mar Fashion Stores in Tolitoli Regency". Based on the background description, it can be proposed the formulation of the problem that will be the focus of the research: 1) What are the strengths, threats, weaknesses and opportunities from the side of facebook media"? 2) How is the strategy applied to the Mar Fashion Store"?

METHODOLOGY

This research uses the qualitative research method, which is the process of arranging sequences, organizing them into patterns, categories, and basic descriptions. The technique of this data analysis used in the research is to use descriptive analysis techniques which include words including written or spoken words from people who understand the object of the research carried out so that it can be supported by a research study based on an in-depth study, as well as in the form of data or research figures, so that it can be understood well, of course with the aim of understanding the phenomenon experienced by the research subject. In this case, a SWOT analysis is used. SWOT analysis is an analysis initiated by Albert Humphery, in the 1960s-1970s. SWOT stands for the words strenghts, wekness, opportunities, threats, strengths and weaknesses in a company, while opportunities and threats are environmental factors faced by the company or agency concerned.

IFAS (*Internal strategic factory analysis summary*), in other words, the internal strategic factors of a company are compiled to formulate internal factors in the form of strengths and weaknesses. Meanwhile, EFAS (*external strategic factory analysis summary*), in other words, the company's external strategy factors are compiled to formulate external factors in the framework of opportunities and threats.

RESULTS AND DISCUSSION

Based on the sales data obtained by the researcher, namely from the Mar Fashion Store from 2022 to 2024, the sales data at the Mar Fashion Store can be presented as follows:

Tabel 1. Data Penjualan

No	Year	Total sales	Total assets
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1	2022	1.829.942.500	1.460.561.800
2	2023	2.211.907.000	22.968.993.027
3	2024	3.925.185.000	20.855.404.094

The following is a sales graph of Mar Fashion Stores from 2022 to 2024

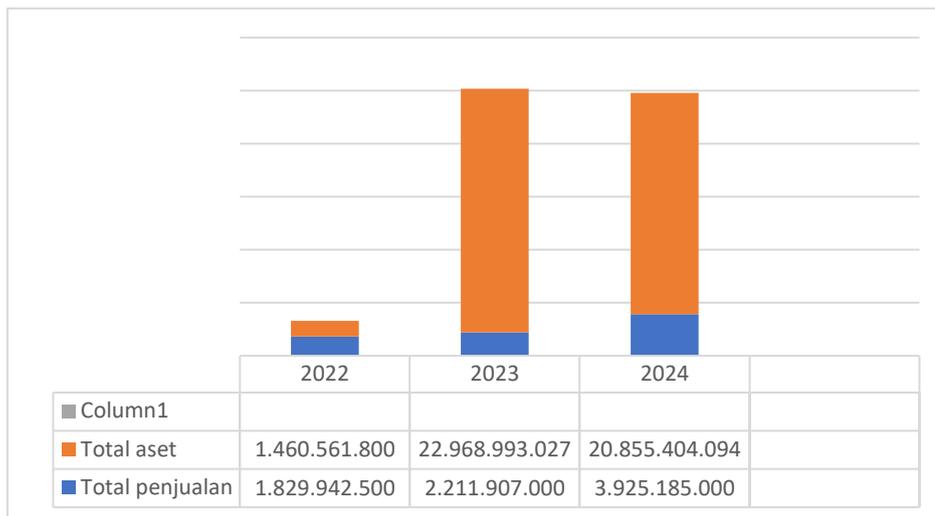


Figure 1. Sales Chart for 2023-2024

It can be seen from table 4.2.1 and graph 4.2.1 that sales data at Toko Mar Fashion has increased from 2022 to 2023, then in 2024 there has been a slight decline for unknown reasons due to the economy going up and down or weakening, but this is certainly not a big problem for Toko Mar Fashion because in sales there will definitely be a decrease. Toko Mar Fashion is a business that is engaged in the field of fashion or clothing that has several products, of course, with different clothing models. Clothing is one of the fashions that is in great demand by young people, of course, not only young people who like fashion but all people in this *modern world*. Clothes also have a high selling value if the model marketed is new or limited. The Mar Fashion store sells various clothing products such as kebaya, batik clothes, jeans, cargo pants, dasters, children's clothes and sandals. There are several factors that make the sales of Toko Mar Fashion increase, which are as follows:

The products offered have prices that can be reached by the lower middle class.

The products offered are already known to consumers.

Can establish good relationships with consumers or customers.

To calculate the percentage increase in sales at Mar Fashion Stores from 2022 to 2024, it can be calculated using the following formula:

$$\frac{\text{Current year} - \text{Previous year}}{\text{Previous year}} \times 100\%$$

The percentage increase in sales of Mar Fashion Stores in 2022 to 2024 is as follows:

Table 3. Percentage of Sales Rate

No	Year	Total Sales Rate (Daily)	Presentase %
1	2022	1.829.942.500	22,97%
2	2023	2.211.907.000	27,76%
3	2024	3.925.185.000	49,27%

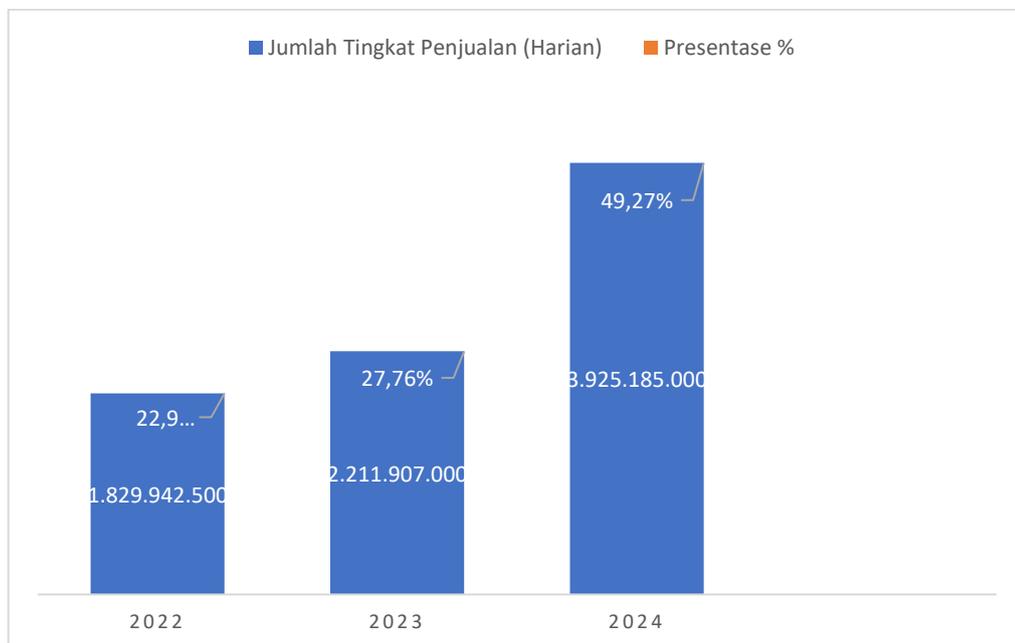


Figure 3. Sales Chart for 2023-2024

From table 4.2.2 and graph 4.2.2, Toko Mar Fashion shows an impressive performance with sales increasing continuously from year to year, indicating the success of the business strategy, namely by utilizing *the facebook* application and adapting well to market changes. In 2023, sales of Toko Mar Fashion increased by 27.76%, then in 2024 increased again by 49.27% from the previous year. From his data on the Mar Fashion Shop, which is quite experienced with social media *facebook* because it can be seen that the Mar Fashion Shop has increased in every year.

The steps of SWOT analysis in calculating the internal and external factors of the Mar Fashion Store are as follows.

1. Strengths, weaknesses, opportunities and threats of Toko Mar Fashion . The strengths of the Mar Fashion Store are More and more goods are sold with the creation of content carried out by the Mar Fashion Store so that buyers' interest is

increasing; Having employees who are active in marketing products through content, of course, this is highly appreciated by the owner of the Mar Fashion Store because it has employees who are able to use social media well; The *facebook* application has increased interest because of a new feature, namely *professional facebook* that can make money.

2. Cons: The filter of facebook live disappears this is one of the reasons sometimes people are lazy to go live; Accounts are often banned, this usually happens if they post too often and cannot be shared.
3. Opportunities: Reach is expanded when you have joined professional facebook and followed directions and often interacted in the comment column, of course the reach of our account can expand and get a lot of impressions; The emergence of this new buyer is because the content that is created attracts the attention of consumers or *followers of Facebook* accounts so that people are curious; The existence of *the professional facebook* feature, of course, this feature is very helpful for entrepreneurs in addition to having a reach that can expand *this profes2ioanl facebook* can also provide us with income.
4. Threat: Network errors, of course, when using social media, we must be ready with a bad network, of course, this is one of the obstacles for social media users; The existence of fake accounts from irresponsible people is common by committing account spoofing when people comment on the sales account of the fake account attacking by asking for an account number on behalf of the store or company and fraud occurs.

Table 5. Mtariks IFAS Toko Mar Fashion

IFAS (Internal Factors Analysis Summary)			
Internal Strength Factor (S)	Bobot	Rating	Bobot x Rating (Skor)
More and more goods are being sold.	0,18	4	0,72
Have employees who are active in marketing products through content.	0,13	3	0,39
The Facebook <i>app</i> has a growing following.	0,12	4	0,48
Live broadcasts are required every day with predetermined hours.	0,18	4	0,72
Every week there is a new item.	0,13	3	0,39
Subtotal	0,74		2,7
Weakness (W)			
Filters from live broadcasts are missing.	0,12	4	0,48
Accounts are often <i>banned</i> .	0,13	3	0,39

Lack of <i>resellers</i>	0,12	4	0,48
Subtotal	0,37		1,35

From the results of the analysis on the IFAS table, it can be seen that the number of values on the strength factor is 2.7 while on the weakness factor is 1.35 so that the total number of IFAS matrix is 4.05.

Table 6. EFAS Matrix of Mar Fashion Store

EFAS (Eksternal Factors Analysis Summary)			
External Strategic Factors Opportunity(O)	Bobot	Rating	Bobot x Rating (Skor)
Extended reach.	0,18	4	0,72
The emergence of new buyers.	0,10	3	0,3
There is a professional <i>facebook</i> feature .	0,13	4	0,52
Selling wholesale and retail goods	0,18	4	0,72
Subtotal	0,59		2,26
Threat (T)			
Network error.	0,13	3	0,39
Prices must be competitive	0,13	3	0,39
The existence of fake accounts from irresponsible people.	0,10	4	0,4
Subtotal	0,36		1,18

Based on the analysis of the IFAS table, the total score for the strength factor is 2.26 and for the weakness factor is 1.18. Thus the total value of the IFAS matrix is 3.44. At the Mar Fashion Store, it has been known that the IFAS matrix value is 4.05 and the EFAS matrix value is 3.44. Once the values of the EFAS and IFAS matrices are obtained, the company's business position can be determined.

The score value for the strength factor is 2.7, for the weakness factor, which is 1.35, then the difference from the value is 1.35, while the value of the opportunity score is 2.26 and the threat is 1.18, so the difference from the value is 1.08. Based on the diagram above, it can be seen that Toko Mar fashion has been on the right track by implementing a growth strategy that can certainly further increase sales. Strategies that can be applied are growth strategies, product development, of course, by utilizing the *Facebook* application.

Table 6. SWOT Matrix of Mar Fashion Store

<p>IFAS</p> <p>EFAS</p>	<p>Kekuatan (<i>Strength</i>)</p> <p>More and more goods are being sold. Have employees who are active in marketing products through content. The <i>facebook</i> application has a growing interest.</p>	<p>Kelemahan (<i>Weakness</i>)</p> <p>Filters from live broadcasts disappear. Accounts are often banned.</p>
	<p>Peluang(<i>Opportunity</i>)</p>	<p>S-O</p>
<p>Extended reach. The emergence of new buyers. There is a professional <i>facebook</i> feature .</p>	<p>More active in content creation. Must maintain the quality of goods and various types of clothing. Utilizing professional <i>Facebook</i> as a medium to introduce products more widely and have additional income.</p>	<p>Using a camera that has good quality. Must be smart in marketing products through media so that <i>Facebook followers</i> can distinguish between what is true and good. Of course, you have to follow the directions of the <i>Facebook feature</i> to keep your account safe.</p>
<p>Ancaman (<i>Threats</i>)</p>	<p>S-T</p>	<p>W-T</p>
<p>Network error. The existence of fake accounts from irresponsible people.</p>	<p>Simply doing a live broadcast for approximately an hour and the clothing model has been shown, all of that is enough. To avoid irresponsible accounts, Toko Mar Fashion prefers to open a <i>whatsapp</i> group.</p>	<p>Divide time for content and live broadcasts. Often interact in the comment column so that the account is better known and trusted. It is not uncommon for posts to often have a predetermined time due to account restrictions that usually occur in the <i>Facebook</i> application.</p>

From the results of research conducted by researchers through interviews and observations, the strategy of utilizing the Facebook application in increasing sales used by Toko Mar Fashion is often related to increasing the company's internal strengths, taking advantage of external opportunities, overcoming internal weaknesses and anticipating external threats. By ideizing and capitalizing on these opportunities, companies can expand the market, increase revenue to achieve increased business growth.

CONCLUSION

Based on the results of data analysis and discussions that have been carried out previously, the following conclusions can be drawn: 1) strengths, weaknesses, opportunities and threats from the side of Facebook media, namely, having the result of multiplying the weight of the rating obtained the overall result of IFAS 4.05 while from EFAS 3.44 this indicates that Toko Mar Fashion This shows that Toko Mar Fashion is in a strategic position and ready to take advantage of opportunities, however, remain vigilant and ready for threats that may arise.; 2) the application of strategies in Toko Mar Fashion, namely the growth strategy where after conducting research this strategy is very useful for Toko Mar Fashion, which can increase market share, increase income or increase entrepreneurial capabilities.

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