

IMPLEMENTATION OF HIJAB BUSINESS STRATEGY TO INCREASE SALES AND CONSUMER LOYALTY IN “MYLUV.HIJAB” IN WONOGIRI DISTRICT

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Keyword

Business strategy, consumer loyalty, sales, SWOT analysis

Abstract

This research intends to describe the the implementation of the myluv.hijab business strategy as well as the internal and external elements involved in the strategy's implementation. The qualitative case ethnographic design is used in this type of research. Techniques for gathering data include observation, documentation, and interviews. The data's validity was determined using method triangulation and source triangulation. The data analysis approach employs SWOT analysis during the data collecting phases of data reduction, data presentation, conclusion, and verification. According to the findings of this study, (1) S - O strategy: Improving product quality with clean stitches to fulfill rising market demand, particularly during Ramadan. W - O approach: using an excellent content marketing strategy to catch customers' attention, increase the dwindling number of TikTok watchers. S - T strategy: generating low-cost product improvements in order to reduce product design similarities with rivals. W - T strategy: attempting to enhance product supply by hiring competent seamstresses. (2) internal variables that comprise Strengths (strengths) and Weaknesses (weaknesses), with the first being Strengths (strengths): high product quality, friendly service, and product innovation. Second, flaws (flaws): low product stock and product delivery faults. External influences include Opportunities (opportunities) and Threats (threats), with the first being Opportunities (opportunities): increased market demand during Ramadan and collaboration with raw material suppliers for fabrics. Second, Threats (threats): fierce rivalry in the same hijab company, similar hijab designs among competitors, and a labor shortage in the sewing department.

INTRODUCTION

Muslim fashion in Indonesia is rapidly evolving. According to Central Statistics Agency (BPS) data, Indonesia will be the world's 13th largest Muslim clothing exporter in 2021. In 2021, Indonesia exported Muslim apparel worth USD 4.68 billion, a 12.49 percent rise over the previous year's figure of USD 4.16 billion. Meanwhile, the export value of Muslim apparel was USD 2.35 billion from January to May 2022, increasing 41.42 percent over the same period in 2020, which was USD 1.66 billion. The United States, Japan, Germany, Korea, and Canada are the top export destinations for Indonesian Muslim apparel (Ministry of Trade of the Republic of Indonesia, 2022). This demonstrates that the growth of Muslim fashion creates several prospects for business players to establish themselves in this industry. The hijab business actor is one among them.

Hijab has lately become popular among trendy women. Nowadays, women, particularly adults, use the hijab as a Muslim fashion statement. As a result, with so many hijab wearers, the

demand for hijab is rising. As a result, it is not unexpected that many business actors now offer hijabs as their primary business. One of them is myluv.hijab, which sells hijabs. Myluv. Hijab is one of the home enterprises that manufacture hijabs or headscarves. Myluv. Hijab was established in the Wonogiri district in 2020. This home company focuses on product quality since consumers would be happy with the product if it is of high quality. Many similar businesses particularly home businesses and internet retailers, operate in the same field. Amberleehijab.id, kamaniya hijab, shalia hijab, and khayr hijab are just a few of the hijab shops in Wonogiri. Competition among business actors is growing more intense as the number of business actors grows. As a result, the growth in the same competing firms demonstrates the level of competitiveness in the area of product manufacturing and marketing.

To preserve and increase its competitive capabilities in the face of competition, a business needs an integrated strategy that can predict the impact of an event and be inventive (Mihani & Hutaauruk, 2020). To compete, businesses must have an appropriate business plan. A SWOT analysis may be used to conduct a business strategy analysis of the company's internal and external environments. The internal environment of the firm comprises its strengths and weaknesses, whereas the external environment consists of opportunities and dangers. This analysis is performed to appropriately depict the circumstance that happens. SWOT analysis is a type of strategic planning approach that may be used to examine elements that impact the success of short and long-term organizational goals. The researcher is interested in studying the execution of the hijab business strategy in generating sales and consumer loyalty in order to determine the best business strategy through SWOT analysis. It is believed that the findings of this study would be useful to small industrial business owners and other entrepreneurs.

METHOD

This research uses qualitative methods. Qualitative research is a research approach based on the idea of postpositivism that is used to conduct research on natural object conditions (rather than triangulation of data experiments). Data analysis is inductive, and qualitative research outcomes stress meaning rather than generalization. This study has an ethnographic design. This research was conducted in a hijab-making company in Kalibang, Rt 2/Rw 5, Wonokarto, Wonogiri, Wonogiri Regency, from January to February 2023. The research resource individuals included five people: firm owners, staff, and three customers. In this study, data was gathered through interviews, observation, and documentation. In this investigation, data validation strategies included source triangulation and technique triangulation. Data analysis techniques through three stages, namely data reduction, data presentation, conclusion and verification.

RESULTS

- a. Implementation of business strategy in increasing sales and consumer loyalty with SWOT analysis.

- 1) S - O Strategy (Strength - Opportunity)

Strategies that leverage strength by capitalizing on chances available on myluv.hijab. The S - O approach entails, first and foremost, enhancing product quality and neat stitching to suit market demand, particularly during Ramadan. Using excellent materials and competent tailors and specialists in their industry may help to improve product quality and tidy stitching. Second, providing things at reasonable pricing so that customers would place repeat orders. In order to enhance client loyalty, the third S - O approach is to maintain pleasant service quality. Friendly service may be provided by responding to client communications swiftly and precisely while maintaining excellent ethics in order to give satisfaction and create customer confidence. As a result, customers do not migrate to other products. Fourth, working with suppliers to maintain product quality. Collaboration with reliable providers of high-quality raw materials is possible. The final one is developing new items to fulfill market demand. Product innovation may

be accomplished by incorporating hijab color variants and hijab styles that have not before been extensively sold.

2) W - O Strategy (Weakness - Opportunity)

Strategies for reducing weaknesses by capitalizing on existing possibilities. The W - O plan involves the first step, which is to try to expand product supply in order to satisfy rising market demand, particularly during Ramadan. Due to rising market demand, myluv.hijab items are frequently out of stock. Customers are dissatisfied since they do not receive the required goods. Second, use a smart content marketing plan to catch customers' interest and increase the dwindling number of TikTok watchers. Third, to satisfy market demand, fixing faults in product delivery with high-quality control.

3) S - T Strategy (Strength - Threats)

A plan that utilizes the company's strengths to overcome and mitigate challenges to myluv.hijab. The S - T approach entails, first and foremost, enhancing the quality of materials and crisp stitching in order to compete with the same hijab industry. With so many rivals for the same hijab company, especially in the area surrounding myluv.hijab, it can sustain myluv.hijab business from strong competition by enhancing product quality. Second, generating low-cost product improvements in an effort to reduce product design similarities with rivals.

4) W - T Strategy (Weakness - Threats)

A strategy targeted at reducing any flaws in order to avert attacks for myluv.hijab. The W - T plan entails, first, boosting the dwindling number of TikTok viewers with a smart content marketing strategy to catch customers' attention even in the face of stiff competition. Second, strive to enhance product supply by hiring competent seamstresses. Faktor internal dan external usaha hijab pada myluv.hijab di Kabupaten Wonogiri berdasarkan analisis SWOT.

b. The power possessed by the myluv.hijab business in Wonogiri Regency

1) Strength of the myluv.hijab company in Wonogiri Regency

Strength in the quality of myluv.hijab products, strength in expanding sales, benefits perceived by consumers, and myluv.hijab's major strength in building a company. Customers who believe in the quality of myluv.hijab items at reasonable costs, product innovation, family teams who collaborate, and myluv.hijab resellers are examples of these qualities. In order to improve sales of myluv.hijab items in Wonogiri Regency, they employ the following methods: first, stock of goods; this is because stock of goods may effect sales of hijab on myluv.hijab; when there is a lot of stock, sales, and revenue growth. Second, be consistent in developing marketing material across various platforms, such as TikTok. TikTok marketing material has a significant impact on product sales. This may result in more clients and sales of myluv.hijab items. Third, use high-quality raw materials to increase hijab quality. The fourth step is to produce engaging marketing material. material marketing is a digital marketing technique in which business owners plan, develop, and distribute material to potential consumers that is valuable, useful, relevant, and fascinating. This is done to attract customer interest and encourage them to take action that will benefit the firm. Consumers have appreciated the high quality of materials, crisp stitching, scented hijab, pleasant service, and inexpensive rates for students or students. Myluv.hijab offers high-quality hijab items with consistent stitching and cutting. This is because myluv.hijab employs high-quality fabrics and tailors. So that myluv.hijab's items have high product quality and tidy stitching.

2) Weaknesses of the myluv.hijab company in Wonogiri Regency

Weaknesses in diminishing sales levels, weaknesses felt by consumers, and impediments to corporate development. The elements that contributed to the drop in sales levels were a lack of product stock preparation, a fall in tiktok watchers, and purchasers who did not purchase because the best-selling hijab colors were sold out.

Consumers' concerns about myluv.hijab items include mistakes in product delivery, customers who question the legitimacy of the photographs, and a shortage of product supply.

3) Opportunities owned by the myluv.hijab business in Wonogiri Regency

Hijab is a popular product among Muslims, especially during the holy month of Ramadan. The market demand for hijab items rises throughout Ramadan. In addition, many customers place repeat orders for myluv.hijab items since they know the quality of the products. In this situation, it may be a chance to improve hijab product sales. Myluv.hijab collaborates with fabric suppliers in Bandung to source fabric raw materials that have been proven to be of high quality. As providers of raw materials required in the hijab production process, suppliers play a crucial role in a business. Wonogiri Regency faces a challenge from the myluv.hijab company.

4) The primary danger to myluv.hijab is increased competition from other hijab entrepreneurs. With the proliferation of online hijab businesses in the myluv.hijab sector, competition in the hijab business is increasing. Profits in the fashion sector, particularly in the hijab product market, may be fairly high. As a result, many entrepreneurs pick the hijab product industry as their primary venture. Aside from that, the presence of hindering elements in the production of the hijab poses a danger to the myluv.hijab company. One of the impediments is a scarcity of workers in the sewing department.

DISCUSSION

a. Internal and external factors of the myluv.hijab business in Wonogiri Regency

1) The power possessed by the myluv.hijab business in Wonogiri Regency

Strength in the quality of myluv.hijab products, strength in growing sales, benefits perceived by consumers, and myluv.hijab's major strength in building a business. Customers who believe in the quality of myluv.hijab items at reasonable costs, product innovation, family teams who collaborate, and myluv.hijab resellers are examples of these qualities. The findings of this study are pertinent to Pratiwi's (2019) research, which reveals that product innovation occurs in order to achieve corporate excellence.

They have the ability to raise sales of myluv.hijab items in Wonogiri Regency by using the first, stock of goods, since the stock of goods may affect sales of hijab on myluv.hijab when there is a lot of stock, it can cause sales to grow and increase income.

Second, be consistent in developing marketing material across various platforms, such as TikTok. TikTok marketing material has a significant impact on product sales. This may result in more clients and sales of myluv.hijab items. The findings of this study are pertinent to Suranto et al.'s (2022) research showing digital marketing may extend business promotion and improve sales of business items. Third, use high-quality raw materials to increase hijab quality. The fourth step is to produce engaging marketing material. material marketing is a digital marketing technique in which business owners plan, develop, and distribute material to potential consumers that is valuable, useful, relevant, and fascinating. This is done to pique customer interest and encourage them to take action that will benefit the firm.

Consumers have appreciated the high quality of materials, crisp stitching, scented hijab, pleasant service, and inexpensive rates for students or students. Myluv.hijab offers high-quality hijab items with consistent stitching and cutting. This is because myluv.hijab employs high-quality fabrics and tailors. So that myluv.hijab's items have high product quality and tidy stitching. The findings of this study are pertinent to Annisa Murti and Sri Ekowati's (2020) research, which found that superior product quality makes consumers happy and creates demand for the items supplied.

2) The weaknessess owned by the myluv.hijab business in Wonogiri Regency

Weaknesses in diminishing sales levels, weaknesses felt by customers, and impediments to corporate development. The elements that contributed to the drop in sales levels were a lack of product stock preparation, a fall in tiktok watchers, and purchasers who did not purchase because the best-selling hijab colors were sold out. In contrast to Dwi and Agus Susilo's (2021) study, the circumstances behind the drop in sales levels, notably the Covid-19 epidemic, have disrupted economic activity. The most visible effect is a decrease in people's purchasing power, which leads to a decrease in sales. Consumers have expressed concerns with myluv.hijab items, such as mistakes in shipment, as well as the validity of the photographs and a shortage of product supply.

3) The opportunities owned by the myluv.hijab business in Wonogiri Regency

Opportunities for company development, hijab is one of the goods in high demand by Muslims, especially during the month of Ramadan. The market demand for hijab items rises throughout Ramadan. In addition, many customers place repeat orders for myluv.hijab items since they know the quality of the products. In this situation, it might be a chance to grow a business by increasing hijab product sales. Myluv.hijab collaborates with fabric suppliers in Bandung to source fabric raw materials that have been proved to be of high quality. Suppliers have an important role in a business as suppliers of raw materials needed in the hijab production process. In contrast to research conducted by Pratiwi and Trisha (2019) that opportunities for hijab products are increasing due to an increasing population of consumers, especially consumers who wear the hijab.

4) The threat posed by the myluv.hijab business in Wonogiri Regency

The main threat to myluv.hijab is increased competition from other hijab entrepreneurs. With the proliferation of online hijab businesses in the myluv.hijab sector, competition in the hijab business is increasing. Profits in the fashion sector, particularly in the hijab product market, may be fairly high. As a result, many entrepreneurs pick the hijab product industry as their primary venture. This study is important to Syaeful et al. (2019) research, which found that the presence of similar firm competitors represents a threat from external causes. Competitors may be used as a whip to further enhance a company's business so that it is more developed if it is able to compete.

CONCLUSION

According to the findings of the research, the objectives of the research on implementing the hijab business strategy in increasing sales and consumer loyalty with a SWOT analysis on the myluv.hijab business has been achieved and the following conclusions had been reached: (1) S - O Strategy (Strength - Opportunity): Improving product quality with neat stitches to meet increasing market demand, particularly during Ramadan, selling products at affordable prices so that consumers make repeat orders, maintaining friendly service quality to increase consumer loyalty, maintaining product quality by working with suppliers fabrics and innovating products to meet market demand. W - O (Weaknesses - Opportunities) Strategy: Attempting to increase product stock in order to meet increasing market demand, particularly during Ramadan, increasing the declining number of TikTok viewers with a good content marketing strategy to attract consumer attention, and correcting errors in product delivery in order to meet market demand. S - T (Strengths - Threats) Strategy: Improving product quality with neat stitching in order to compete with other hijab businesses, as well as producing product innovations at reasonable rates in order to reduce product design similarities with rivals. Weaknesses-Threats (W-T) Strategy: Increasing the dwindling number of TikTok viewers using a decent content marketing approach to grab customer attention despite fierce competition, and attempting to boost product stock by recruiting quality sewing employees. (2) According to the findings of this study, internal determinants include Strengths (strengths) and Weaknesses (weaknesses), specifically: good product quality, neat stitching, cheap prices, attentive advertising, pleasant

service, and product innovation. Second, weaknesses (flaws): restricted product availability, decreasing tiktok watchers, and product delivery faults. External influences include Opportunities (opportunities) and Threats (threats), with the first being Opportunities (opportunities): market demand grows during Ramadan, buyers place repeat purchases, and suppliers of raw materials for textiles collaborate closely. Second, there is a lot of rivalry in the same hijab company, the same hijab designs amongst rivals, raw material delays, and a manpower shortage in the sewing department.

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