

The Effectiveness of Shopee Advertising on Sales of Wedding Souvenirs After the Covid-19 Pandemic (Study on Subur Souvenirs in Magelang)

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Abstract. The beginning of the COVID-19 pandemic in Indonesia resulted in restrictions on community social activities by the Government. The restrictions are part of the government's efforts to reduce the spread of the COVID-19 viruses. These efforts effected in many sectors loss, including the wedding party sector. Wedding parties involve quite a number of vendors such as decorations, printing, souvenirs, catering, etc. As one of the backbones of the country's economy, SME has experienced a significant impact, including Subur Souvenir which provides wedding souvenirs. A significant decline in sales resulted in a significant loss for Subur Souvenir. Subur souvenirs began to penetrate sales through an online application, namely Shopee to increase sales during this pandemic. After making a sale through Shopee, Subur Souvenir still has to use Paid Advertising to increase its reach. This study uses a qualitative method by interviewing business owners, marketing managers and several randomly selected customers. The results show that the effectiveness of paid advertising must use keywords that can attract various potential consumers, determine PPC with higher prices and use products with high ratings.

Keywords : Covid-19, Shopee, Wedding Souvenirs

Introduction

During the Covid-19 pandemic that occurred in Indonesia, all crowd activities were limited and stopped. One activity that was banned by the government was wedding receptions. Wedding receptions always involve many parties, such as decoration, catering, make-up, printing to souvenir providers. Research (Xaverius & Ginting, 2022) also states that there is a prohibition on holding receptions in certain places. As a result of these restrictions, all activities involving reception activities suffered losses and resulted in bankruptcy. This crowd restriction is intended to reduce the spread of the Covid-19 virus.

Small Business have an important role in the Indonesian economy, both in terms of opening up employment opportunities and increasing income for these Small Business Owners. Small Business are currently expected to be able to maximize the use of the Internet, which can be done by Small Business to increase marketing and sales of the products/services offered. As a result of these restrictions, Subur Souvenirs also experienced a very significant decline in sales compared to before the COVID-19 pandemic. Sales decreased by 95% from before the Covid-19 pandemic. Subur Souvenir sells souvenir products commonly used for weddings such as talenan, irus, mug, etc. The type of marketing that is usually done by Subur Souvenir is selling through customers or resellers who have worked together before.

The marketplace has become increasingly popular with the Indonesian people in recent years. The Covid-19 pandemic and restrictions imposed by the Government have increased the use of marketplaces. One of the marketplaces favored by the Indonesian people is Shopee. Shopee is one of the marketplaces that was launched in December 2015. Until now, Shoppe has been widely used to buy products/services or sell products/services. According to data owned by We Are Social (2022) the strongest reasons consumers make purchases on Marketplace are free shipping, coupons and discounts, consumer reviews and so on.

Since the COVID-19 pandemic hit Indonesia, Subur Souvenir began to expand sales using the Shopee application and other social media applications. Subur Souvenir hopes that there will be an increase in sales if it can take advantage of the Shopee application. In this study, researchers will see how effective the Shopee advertisements that have been done by Subur Souvenir on sales achieved in 2022.

Literature Review

Advertising Effectiveness

According to (Effendy, 2002) Advertising effectiveness is a condition of the extent to which the effect of the advertising message conveyed can attract attention, be understood, understood, arouse emotions and move the target to give the desired response by the advertiser. In addition, according to (Best, 2013), effectiveness begins with awareness and understanding of the message by the target market, then creates interest that creates a desire to buy from a significant number of target markets and from a number of people who then have real action in the form of closing (purchase of products/services). According to (Abhilasha Mehta, 2000) the effectiveness of advertising is the extent to which people can understand advertising well.

Ad Attractiveness

The attractiveness of an advertisement is how much the advertisement is able to amaze its viewers (Indriarto Fidelis, 2006). Advertising attractiveness focuses on the approach used in advertising to attract the attention of the audience until it is able to influence the audience's feelings towards a product. Advertising attractiveness is the delivery of messages and all forms of presentation of company products and services with several approaches that require costs in their implementation (Rawal, 2019). Consumers want quality products, but if similar products have a balanced quality, then the attractiveness of advertising is the consumer's consideration in selecting and purchasing products (Stewart et al., 2019)

Research methods

This research uses descriptive qualitative method with a case study approach. According to (Sugiyono, 2012) Qualitative research is a research method based on the philosophy of postpositivism and is used to examine the condition of natural objects where the researcher is the key instrument, sampling, data sources are carried out purposively, collection techniques are triangulation, data analysis is qualitative and the results of qualitative research emphasize meaning rather than generalizations

Qualitative research refers to the scientific background holistically, positions humans as research tools, analyzes data inductively, and places more emphasis on process than results and research is carried out and agreed upon by researchers and respondents. The researcher uses purposive sampling technique which will be the informant in this study who is directly involved in promoting the souvenir product. Respondents in this study are the owners and managers of the marketplace of the Subur Souvenir business with the number of respondents being 2 people and 4 shopee consumers who were randomly selected.

This study uses 2 informants whose distribution is as follows

No	Name	Age	Jobs	Domicilie	Information
1	Souna	25	Owner	Magelang	Owner Subu Souvenir
2	Ilham	27	Owner	Magelang	Marketplace Manager
3	Hardikal	23	Employee	Jakarta	Consument
4	Nico	26	Employee	Surabaya	Consument
5	Wulan	22	Govenrment Employee	Solo	Consument
6	Agil	30	Entrepreneur	Semarang	Consument

The selection of consumers above is done randomly, by looking at the history of previous sales through the Shopee application.

Results and Discussion

Subur Souvenir Marketing

During the pandemic, Subur Souvenir tried to sell through the Shopee marketplace, but sales were still lacking because wedding receptions were limited by the government. Through an interview with the owner, he stated that when using the Shopee application, he stated that "when we first started using the Shopee application, the first month there were no sales at all," said Souna. Ilham as the Marketplace Manager said that "there was no chat at all for a month to inquire about

products, but we always upload new products every day". They always upload the latest products every day hoping for sales to occur on the Shopee Application.

After 1 month has passed, there are some souvenir sales but they are not too significant and the sales are increasing through the Shopee Application. "After one month, there were several sales that occurred on the Shopee application that I managed, not too many purchases, maybe around 25-50 pcs per transaction," said Ilham as Marketplace Manager Subur Souvenir.

Souna received training from the Digital Business S1 team at Ngudi Waluyo University regarding optimizing the use of Shopee Ads, so that product sales can increase. "Yesterday, we received training from a UNW Digital Business Undergraduate lecturer, we were taught how to make paid advertising more effective," said Souna. In the training, hands on how to choose the right title for the product being sold, attractive photos, the most effective ad position and keywords that can be used to increase search. "We practice directly in making paid ads, we use products that have a high rating and we change the product name to make it easy for buyers to find," said Ilham.

The use of products that have a high rating can also increase consumer attractiveness, as stated by Nico as a Subur Souvenir shopee consumer. "I saw Subur Souvenir products at the top and the sales rating was also high, 5 stars, so I without doubt immediately ordered my wedding souvenirs through Shopee". Products advertised with high ratings can actually direct buyers to buy the desired product.

Agil, as a consumer who has purchased Subur Souvenir explained that "I bought it at Subur Souvenir because the advertisement was at the top so it immediately caught my attention". Ad placement is determined from the PPC (Pay Per Click) fee when setting up the ad creation, the higher the PPC fee, the higher the ad will appear. "We set the advertising fee of Rp. 1,000/click so that it can be in the top position," said Ilham. Wulan also revealed that "I bought it at Subur Souvenir because I saw the product was the top and it had a 5 star rating, so without hesitation, I bought it at Subur Souvenir".

Hardikal as one of the Souveni buyers revealed that "I was actually looking for small towel souvenirs for my wedding, but instead I found an interesting and customizable glass for my wedding on Shopee search". According by Hardikal's statement, that product naming on the Shopee application also determines the appearance of advertisements on the Shopee search system. Hardikal looked for small towel souvenirs on the shopee search system, but instead found a glass product belonging to Subur Souvenir. This is because the product name Subur Souvenir displays the word souvenir towel. The right naming can attract many potential consumers to glance at the products being sold.

Conclusion

Paid advertising using the Shopee Application is a very effective marketing activity, but it needs to be accompanied by strategies that can support marketing success. The paid advertising strategy used by Subur Souvenir succeeded in making sales on the Shopee Application successful. The technique used by Subur Souvenir is the use of titles that can reach more keywords, while also determining PPC with relatively high prices, so that the ad position is in the top position. In addition, Subur Souvenir also uses products with high ratings to be used as paid advertising so that consumers' trust is higher and will buy the product. Some of the techniques above can make Shopee ads effective.

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