Strategies to Improve Brand Awareness through Digital Marketing on Instagram to Boost Sales of Tikacollectionid Fashion Products

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ABSTRACT

Purpose: The development of information technology today is encouraging various significant changes in human life, including in the world of business and business.

Design/methodology/approach: Used a qualitative research method with a descriptive approach. Qualitative research is intended to understand phenomena related to what is experienced by research subjects, such as behavior, perceptions, motivations, and actions in a holistic manner.

Findings: Buying and selling transactions that used to be conventional with physical stores and a face to face system have now changed to digital or online based with a screen to face system. More and more businesses are providing products and services online without having to have a physical shop like conventional businesses in general. An online-based shop, also known as an online shop, is a business where consumers can buy products or services through an internet-based application or platform, without having to come to the shop and transact directly with the seller. However, online product and service transactions, especially online shops on social media (not via marketplace platforms) require the establishment of mutual trust between buyers and sellers. This condition is a challenge for online shops to be able to create a good brand image in order to gain the trust of consumers, thereby creating brand awareness. Therefore, in an effort to increase product sales, brand awareness is needed from consumers, so that business people can respond to market needs according to current developments and continue to survive in the midst of increasingly competitive business competition.

Paper type: Research Paper

Keyword: Brand Awareness, Marketing Digital, Increased Sales

I. INTRODUCTION

The recent development in the field of information technology, which has entered the era of the 4th industrial revolution and is on the verge of the era of society 5.0, has driven significant changes in almost every aspect of human life, including the world of business. Transactions that were once conventional, conducted through physical stores and face-to-face systems, have now shifted to digital or online-based transactions with screen-to-face systems

An increasing number of businesses are providing products and services online without the need for a physical store, unlike conventional businesses. An online store, also known as an Online Shop, is a business where consumers can purchase products or services through internet-based applications or platforms, without the need to visit a physical store and transact directly with the seller. In contrast to conventional stores where the buying and selling process is conducted face-to-face between the seller and the buyer, the online shop system carries out the buying and selling process through online communication using electronic devices, including computers /laptops, tablets, or smartphones connected to internet access services.

According to the 2021 E-Commerce Survey conducted by the Central Statistics Agency (BPS, 2021, 9), the total number of online businesses in Indonesia in 2021 reached 2,361,423 businesses. NielsenIQ (CNNindonesia,

Strategies to Improve Brand Awareness through Digital Marketing on Instagram to Boost Sales of Tikacollectionid Fashion Products
Fauzana Kartikajati, Sunarta, Sarji

Page | 1121

2021) recorded that the number of consumers in Indonesia who shopped online in 2021 reached 32 million people. This figure represents an 88% increase compared to 2020, when it was only 17 million people.

Based on the 2022 Online Shopping Survey conducted by dataindonesia.id (2022, 3 & 6), which involved 334 respondents from 20 provinces across Indonesia, the results show that the biggest reason, at 53.7%, for respondents to shop online is to save time and energy. Meanwhile, another 25.1% do so because the online system makes it easier for them to compare prices between different stores.

The survey results also indicate that 51.3% of the respondents can shop online up to 3 times a month. The generation that shops online the most includes 44.1% of millennials, 34.5% of generation X, and 34.2% of generation Z..

According to a survey conducted by Ginee (2021), the products most frequently purchased through Online Shops in 2021 were fashion and accessories at 20.4%, mobile phone credit and vouchers at 19.7%, health and beauty products at 17.7%, food at 11.7%, and household appliances at 10.7%. This indicates that purchases of fashion and accessories still hold the top position as the most preferred products by consumer.

It is undeniable that online buying and selling transactions open up opportunities for fraud because the lack of face-to-face interaction between the seller and the buyer creates a greater risk. Therefore, online purchasing transactions, especially on social media-based Online Shops (not through marketplace platforms), greatly depend on the establishment of mutual trust between the buyer and the seller.

This condition certainly poses its own challenge for Online Shops to create a good brand image in order to gain consumer trust. Brand image is a description of consumers' associations and beliefs regarding a particular brand. The formation of a good brand image will lead to the creation of brand awareness in consumers. According to Keller (in Ameliawaty & Halilah, 2017, 65), brand awareness is the brand's ability to come to mind when consumers are thinking about a particular product and how easily the name can be recalled or remembered. Brand awareness can be generated through the use of the brand name itself, logo, packaging, and slogan used by a company to introduce or inform about its products.

"Brand awareness has a significant impact on consumer decision-making when purchasing a product, as it reflects the consumer's awareness. Thus, the higher the individual's awareness of the existence of a specific brand (branding awareness), the greater the likelihood that consumers will purchase products offered by that brand.

In an effort to enhance brand awareness as intended, marketing strategies are needed to address the increasingly complex market demands and to be able to survive in the midst of increasingly competitive business competition. Therefore, innovative business strategies are required that can accommodate market criteria through the utilization of various advanced means and infrastructure in line with the progress of the times.

In the midst of the booming online business, marketing approaches have also shifted towards the same direction, which is a marketing system using digital tools, also known as digital marketing. Digital-based marketing is a marketing method conducted with the assistance of digital instruments, namely the internet and its associated applications, as well as technical support equipment, which enables the creation of a network or connectivity among multiple parties. In this case, it connects producers/sellers with consumers without being constrained by distance, time, or location.

The most common application used in digital marketing is social media, which serves as a platform for promoting and marketing products or services to be marketed. This type of marketing is quite prominent and effective, supported by the high usage of the internet and social media, both globally and specifically in Indonesia.

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In response to this situation, in mid-2016, Instagram officially announced the addition of business features to facilitate Online Shops in promoting products or services and interacting with consumers. Through these business features, uploaded product photos will appear attractive, and posts can also be automatically linked to other social media platforms, such as Facebook and Twitter.

Tikacollectionid, as one of the Online Shops in Jakarta specializing in Muslim fashion, particularly the sale of mukena products, has so far marketed its products through the Instagram social media platform. Digital marketing efforts are carried out by uploading product photos, expanding the market reach through Instagram Ads (paid ads on Instagram), and using influencer endorsement systems. This involves advertising or promotions endorsed by public figures or celebrities who have recognition, trust, and respect from many people.

However, despite this, considering the increasingly intense business competition and the presence of many other online shops operating in the same field, Tikacollectionid must be able to implement digital marketing extensively and consistently. This is to increase consumer/candidate consumer brand awareness, which will ultimately impact the sales of fashion products on Tikacollectionid.

Based on the explanation provided, an analysis is conducted on the implementation of digital marketing on Tikacollectionid's Instagram to enhance brand awareness, with the goal of increasing product sales.

Strategies to Improve Brand Awareness through Digital Marketing on Instagram to Boost Sales of Tikacollectionid Fashion Products
Fauzana Kartikajati, Sunarta, Sarji

Page | 1122

A. Literatur Review

1.   Johari Window Model

Joseph Luft and Harrington Ingham developed the concept of the Johari Window as a representation of how an individual relates to others, depicted as a window consisting of four matrices (as described in Arouf & Aisyah, 2020, p. 37), namely: (a) Open area, referring to a state where an individual is open to themselves as well as to others. In this area, a person is open about their feelings, characteristics, awareness, behavior, and motivation towards others. (b) Blind area, referring to information about oneself known by others but not by oneself. The Blind area is a condition where others can understand a person's nature, feelings, thoughts, and motivation, but the person cannot understand themselves; (c) Hidden area, referring to information about oneself known by oneself but not by others. The Hidden area is a situation where an individual has the ability to conceal or keep certain things that are considered unnecessary for public disclosure to others; and (d) Unknown area, referring to aspects of oneself that are unknown both to oneself and others. The Unknown area can lead to ineffective communication, potentially causing misunderstandings and issues.

2.   Brand Awareness

According to Keller (in Anik and Eka, 2018, p. 192), brand awareness is related to the strength of brand attachment in consumers' memory, which can be measured as the consumer's ability to identify the brand under different conditions.

Kartajaya (in Asri and Khadafi, 2018, p. 272) defines brand awareness as the potential customer's ability to recognize or remember a brand as part of a specific product category.

As mentioned in Durianto, et al. (2017, p. 55), there are four levels of brand awareness, which consist of: (a) Unaware of brand, the lowest level where consumers are not aware of a brand's existence; (b) Brand recognition, the minimal level where recognition of a brand reappears after being reminded with assistance; (c) Brand recall, the ability to recall a brand without assistance; and (d) Top of mind, where a brand is the first one mentioned by a consumer or the first to come to a consumer's mind. In other words, it is the primary brand among various brands in a consumer's mind.

The indicators used to measure brand awareness, adapted from a study conducted by Dhurup, Mafini, and Dumasi (in Gima and Emmanuel 2017, p. 3), include: (a) Brand recall, which is how well consumers can remember when asked which brands they recall; (b) Brand recognition, which is how well consumers can recognize the brand in a specific category; (c) Purchase decision, which is how likely consumers are to consider a brand as an alternative when they are about to buy a product or service; and (d) Consumption, where consumers purchase a brand because it is already top of mind for them.

3.   Digital Marketing

According to Lane (2008, in Widyana & Batangriyan, 2020, p. 2), digital marketing is the promotion of products and services using digital distribution channels. This includes digital or online advertising that delivers marketing messages to customers.

According to Coviello et al. (in Fawaid, 2017, p. 109), digital marketing is the use of the internet and other interactive technologies to create and connect a dialogue between companies and identified consumers. They also argue that e-marketing is a part of e-commerce.

According to Morissan (in Hidayah, 2018, pp. 24-26), digital marketing aims to disseminate information, create awareness, conduct market research, build perception, improve service, and enhance distribution.

In a simple manner, the steps for implementing digital marketing can be done through (Azkiya, 2021): (a) Implementing SEO (Search Engine Optimization); (b) Using Pay Per Click (PPC) Advertising; (c) Content marketing; (d) Email marketing; and (e) Influencer marketing.

4.   STP Model (Segmentation, Targeting, and Positioning)

The STP model is one of the most popular and widely used marketing models. The STP model is an approach used to develop messages and marketing strategies that are appropriate for the segmentation or target market within a specific group of people. The STP model includes: (a) Segmentation, which is the process of dividing the market into groups of buyers distinguished by their different needs, characteristics, and behaviors with varying product requirements (Lupiyoadi and Hamdani, in Hidayah, 2018, p. 10); (b) Targeting, which is the effort to determine the target market. Selecting the right target market can help determine the appropriate activities to apply to the previously established segmentation; and (c) Positioning, which involves positioning or determining the product's position among similar products in the market.

II. METHODS

We used a qualitative research method with a descriptive approach. Qualitative research is intended to understand phenomena related to what is experienced by research subjects, such as behavior, perceptions,

Strategies to Improve Brand Awareness through Digital Marketing on Instagram to Boost Sales of Tikacollectionid Fashion Products
Fauzana Kartikajati, Sunarta, Sarji

Page | 1123

motivations, and actions in a holistic manner. This is accomplished by creating descriptions in the form of words and language in a specific, natural context using various natural methods (Moleong 2017:6).

The descriptive approach, on the other hand, involves depicting the state of a specific object or event based on visible facts or as they naturally appear, followed by efforts to draw general conclusions based on these historical facts.

In this research, there were 12 informants, including two from Tikacollectionid, consisting of one Management Level (decision-maker) who is also involved in Marketing, and one Administrator. The remaining 10 informants were Tikacollectionid product buyers. Data collection was carried out through in-depth interviews and documentation.

III. RESULTS AND DISCUSSION

A. Tikacollectionid Brand Awareness

The process of building Tikacollectionid brand awareness is carried out using the platform. Referring to the Johari Window concept, the notification mentioned is an effort to inform the Tikacollectionid brand to the public. This way, the Tikacollectionid brand, which was initially in the hidden area quadrant (known to self, not known to others), can enter the open area quadrant (known to self, known to others).

In other words, making Muslim fashion products under the Tikacollectionid brand, which were initially known only within the Tikacollectionid business circle, known to the general public. One of the methods to achieve this is by increasing brand awareness through digital marketing strategies on Instagram.

Tikacollectionid, as a business in the Muslim fashion industry, can be considered to have a significant place in the minds of buyers. Out of the 10 informants interviewed, 7 of them stated that when discussing Muslim fashion, the first brand that comes to their mind is Tikacollectionid. One informant, who has purchased 40 products, indeed has a high level of brand awareness regarding Tikacollectionid, where Tikacollectionid is the first brand that comes to mind when discussing Muslim fashion in Indonesia.

Referring to the Brand Awareness Theory in Durianto, et al. (2017, 55), based on interviews with 10 informants who are buyers of Tikacollectionid fashion products, 7 of them have a high level of brand awareness towards Tikacollectionid. They are at the top of mind level, which means Tikacollectionid is the brand that comes to their mind first or is the first to appear in their thoughts.

In other words, Tikacollectionid is the primary brand among various brands in the minds of these consumers. The other 3 informants have brand awareness of Tikacollectionid at the brand recall level, where customers can recall the brand without assistance and influence them to seek product references for prayer garments (mukena) and hijabs until they make purchases from Tikacollectionid.

Particularly in the digital marketing system, the success of brand awareness can be measured by the reactions given by consumers on online business applications and platforms. The measurement of Tikacollectionid consumer brand awareness is done through online-based indicators, including social media reach, which is the content reach based on advertising efforts, and brand impressions, which involve engagement, clicks, and views of product uploads and advertisements on the Instagram social media platform.

Referring to the study by Durianto, et al. (2017, 55) on brand awareness, it can be concluded that, in general, the Tikacollectionid brand has achieved the brand recall level. Customers can recall the brand without assistance and influence their psychological side to seek product references for prayer garments (mukena) and hijabs, ultimately leading to purchases from Tikacollectionid.

B. STP Analysis (Segmentation, Targeting, Positioning)

In the digital marketing technique on Instagram, Tikacollectionid divides its audience into several segments, namely demographic segmentation, behavioral segmentation, and psychographic segmentation. Therefore, Tikacollectionid segmentation includes female consumers, teenagers to young adults, with an interest in fashion, and who use hijabs or prayer garments (mukena) for religious purposes.

Tikacollectionid utilizes behavioral segmentation, especially variables related to general internet usage tendencies and specific Instagram usage tendencies. This is linked to the effectiveness of the marketing strategy chosen by Tikacollectionid, which focuses on digital marketing efforts on Instagram.

The selection of these segments aims to narrow down the characteristics of the desired consumers, making the target market more precise.

Determining Tikacollectionid's target market is based on the evaluation of the segmentation groups and the predetermined segmentation variables. As a result, the targeted market consists of women aged 17-50, with middle to upper-income levels, who are active Instagram users. Nevertheless, this targeting does not rule out the possibility of consumers with characteristics outside of this target.

Strategies to Improve Brand Awareness through Digital Marketing on Instagram to Boost Sales of Tikacollectionid Fashion Products
Fauzana Kartikajati, Sunarta, Sarji

Page | 1124

The chosen target groupings by Tikacollectionid are integrated and oriented toward consumers' influence on technology and the internet, particularly Instagram. This is done considering that all marketing and product sales activities of Tikacollectionid are conducted digitally (online).

Tikacollectionid offers a variety of series of prayer garments with designs that combine natural beauty with modern aesthetics, providing unique and non-generic designs. These products use premium quality materials, including rayon, polyester, satin, and premium brocade. For some specific series, Tikacollectionid also utilizes exclusive packaging Equipped with a hardbox (box), creating an exclusive and luxurious impression.

To facilitate consumers and potential consumers, Tikacollectionid opens communication channels through various online platforms and channels, such as comment sections and Direct Messages (DM) on Instagram, chatting via WhatsApp, and through communication features on the Tokopedia marketplace.

C. Marketing Mix Analysis
1. Product

The products marketed by Tikacollectionid include: (a) Aisha Series, which is an adult-sized prayer garment made of satin brocade material in turquoise green; (b) Amira Series, which is an adult-sized prayer garment made of plain rayon cotton and available in 8 color options; (c) Ana Series, which is an adult-sized prayer garment made of dobby material in light pink; (d) Kamila Series, which is an adult-sized prayer garment made of satin material and available in black and broken white colors; (e) Nadya Series, which is a prayer garment for adults and teenagers made of armani silk with motifs and available in light purple; (f) Rafa Series, which is an adult-sized prayer garment made of satin and brocade materials, and available in various color options; and (f) Azzura Hijab, which is an adult-sized hijab available in various color options.

2. Price

Tikacollectionid sets the selling price of products with a fixed price system, which means the pricing is final and not negotiable. This is done to make it easier for consumers to know the price and to ensure transaction efficiency.

Price List of Tikacollectionid Products

No	Product Category	Price
1	Aisha Series	Rp1.850.000,-
2	Amira series	Rp550.000,-
3	Ana Series	Rp350.000,-
4	Kamila Series	Rp590.000,-
5	Nadya Series	Rp1.350.000,-
6	Rafa Series	Rp1.350.000,-
7	Azzura Hijab	Rp115.000,-

3. Place/Distribution

Officially, Tikacollectionid is located in South Jakarta. However, this address is not a physical store because the buying and selling process is conducted online, both through Instagram with the account @tikacollectionid and the Tokopedia marketplace with the store Tika Collection ID. This address is used for processing purchases, packing sold products, and preparing product deliveries to the buyer's address.

4. Promotions

Digital marketing activities are carried out primarily through Instagram, which is the main marketing communication tool for Tikacollectionid. Promotional activities play a crucial role in creating awareness among

Strategies to Improve Brand Awareness through Digital Marketing on Instagram to Boost Sales of Tikacollectionid Fashion Products
Fauzana Kartikajati, Sunarta, Sarji

Page | 1125

the target market regarding the products offered by Tikacollectionid. The digital platforms used by Tikacollectionid include the social media platform Instagram, instant messenger WhatsApp, and the Tokopedia marketplace.

On social media, Tikacollectionid utilizes Instagram to promote its products. Through the Instagram account named @tikacolecctionid, various promotional and marketing activities are conducted to introduce products, provide information about discounts during specific periods, share product-related testimonials and customer satisfaction, and engage in interactive two-way communication with customers and potential consumers.

In addition to social media, Tikacollectionid also uses the instant messenger application WhatsApp, with the number 081345296039. Instant messenger is used as a two-way communication medium to facilitate the buying and selling process and transactions. It also serves as a platform for providing information about new products, discounts, and as a customer service channel to address consumer inquiries.

To expand its market reach, Tikacollectionid has also opened a store on the Tokopedia marketplace with the store name Tika Collection ID, which can be found at the link https://tokopedia.link/EBHKcKEhHyb.

Regarding its digital marketing strategy, Tikacollectionid focuses on leveraging the Instagram social media platform. The increased popularity of online shops, especially since the COVID-19 pandemic limited people's mobility, has been harnessed by Tikacollectionid to introduce and market Muslim fashion products such as prayer garments (mukena) and hijabs through an online shop system. In addition to regularly uploading products, Tikacollectionid also consistently runs advertisements on Instagram, specifically Instagram Advertising (Instagram Ads). These advertisements come in the form of photos and videos containing information about the products being offered.

Tikacollectionid's choice of Instagram as its primary marketing platform is believed to be based on four reasons. First, Instagram has a very broad social media reach, allowing it to reach people without geographical limitations. Second, the ad categories can utilize filtering systems based on the segmentation and target market being pursued, making advertisements more precise. Third, Instagram provides various editing features to enhance the visual appeal of posts. Fourth, Instagram has a higher user count compared to other social media platforms, leading to increased user engagement.

The high level of competition in the online shop business for Muslim fashion products demands that Tikacollectionid innovate and formulate effective digital marketing strategies. Tikacollectionid's efforts in digital marketing on Instagram include regularly uploading new products on Instagram feeds and stories, consistently running ads (Instagram Ads), and collaborating with influencer endorsements.

To promote the brand in the competitive landscape of online shops, Tikacollectionid strives to consistently upload products, collaborate with influencer endorsements, engage in online advertising, and create informative content, allowing potential consumers to gain a detailed understanding of Tikacollectionid's products.

In uploading content and advertisements on social media, Tikacollectionid emphasizes four key aspects. Firstly, careful attention is given to the type of content to be promoted. Secondly, posts must contain detailed information about the products being offered. Thirdly, products are consistently uploaded on social media and marketplaces, with reasonably spaced intervals. Fourthly, digital marketing is tailored to the characteristics of the segmentation, such as gender, age range, communities, hobbies, and more.

Filtering characteristics within Instagram's segmentation can make promotions more precise, as advertisements are exclusively presented to users with predetermined characteristics. In other words, advertisements become highly targeted and not wasted, as they only reach those with matching characteristics. The positive impact of character-centric digital marketing opens up the market's reach as widely as possible, unrestricted by geographical boundaries.

In addition to uploading advertisements in various formats such as photos, videos, and reels, Tikacollectionid also conducts digital marketing through influencers to provide endorsements of Tikacollectionid's products. There are four steps in Tikacollectionid's digital marketing through influencer endorsement. Firstly, research is conducted on influencers suitable for collaboration, including considerations of follower and viewer counts that align with Tikacollectionid's needs. Secondly, suitable influencers are contacted through their business managers to discuss cooperation. Thirdly, payments are made to the influencers according to the agreed terms. Fourthly, influencer-endorsed advertisements for Tikacollectionid's products are uploaded at mutually agreed-upon times.

Up to this point, promotions through influencer endorsement have proven to be quite effective in increasing the number of followers on Tikacollectionid's Instagram account, boosting product sales, and enhancing consumer and prospective consumer brand awareness. This is due to the popularity of influencers, which has the power to influence the trust levels of prospective consumers in a product and brand.

Cumulatively, Tikacollectionid consistently promotes through online advertising by placing photos, videos, reels, and influencer endorsements a total of 12 times each month. This quantity is relatively high, meaning that Tikacollectionid runs online advertising around three times per week or almost every two days.

Out of the total 12 advertisements per month, Tikacollectionid uses the influencer endorsement system with one to three influencers.

Strategies to Improve Brand Awareness through Digital Marketing on Instagram to Boost Sales of Tikacollectionid Fashion Products
Fauzana Kartikajati, Sunarta, Sarji

Page | 1126

Based on the selection of appealing content combined with considering the timing of content uploads, Tikacollectionid's Instagram account experienced an increase in engagement (interaction with other Instagram account users) by up to 155% with interactions reaching 264% in the period from February 1, 2023, to March 11, 2023.

The 264% interaction rate consists of interactions through Direct Message (DM), comments, saves, and shares. Based on the above explanation, it can be concluded that, referring to the indicators and steps of Digital Marketing Theory, Tikacollectionid has implemented an appropriate and adequate digital marketing strategy. Brand awareness significantly influences the growth of Tikacollectionid's brand and its social media account. This is based on Instagram insights showing an increase in content interactions, an increase in the number of followers, account reach, and an increase in content views.

The use of influencer endorsements has a very high impact on the increase in Tikacollectionid's brand awareness. This is evidenced by the data on content views using influencer endorsements, with the highest number of views reaching 41.1 thousand views from the influencer's followers and other users. Thanks to this, Tikacollectionid's brand awareness is at the brand recall stage.

The strategy for increasing brand awareness has a significant impact on sales, with a net sales figure of up to Rp108,790,000 in a one-month period. This data was obtained from Tokopedia, where sales increased by 100%.

Therefore, it can be said that the digital marketing strategy implemented by Tikacollectionid has the ability to enhance brand awareness among potential customers, ultimately leading to an increase in sales of Muslim fashion products on Tikacollectionid.

V. CONCLUSION

In conclusion, based on the background and the existing phenomenon, marketing techniques have shifted from face-to-face (physical stores) to screen-to-face (online shops). To thrive in the online shop business competition, brand awareness must be enhanced.

After conducting interviews with Tikacollectionid's managerial, marketing, and admin personnel, it can be concluded that the strategy for increasing brand awareness of Tikacollectionid's fashion products and subsequently boosting sales is carried out through digital marketing on Instagram. This includes posting products on the feed and stories, Instagram Advertising with influencer endorsement, publishing the store's name on marketplaces, announcing Sales Promotion Offers such as giveaways or discounts, and sharing testimonials and promotions via WhatsApp and email blasts.

Consumer awareness of a brand can influence an individual's psychology to make purchases at a store or a brand that is remembered. Therefore, if a brand is well-remembered, sales will also increase. Consistency of the brand will also help maintain brand awareness.

The enhancement of brand awareness can be achieved through digital marketing on Instagram. The more consumers see products from the Tikacollectionid brand, the greater the likelihood that the brand will stick in the minds of potential customers. Ultimately, this can lead to an increase in the sales of Tikacollectionid's products.

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Strategies to Improve Brand Awareness through Digital Marketing on Instagram to Boost Sales of Tikacollectionid Fashion Products
Fauzana Kartikajati, Sunarta, Sarji

Page | 1127

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Strategies to Improve Brand Awareness through Digital Marketing on Instagram to Boost Sales of Tikacollectionid Fashion Products
Fauzana Kartikajati, Sunarta, Sarji

Page | 1128

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Page | 1129