



The Role of Ria Miranda in Improving the Implementation of the Ramadan Campaign Towards Giordano Product Sales

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Abstract: This research discusses the role of Ria Miranda in improving the implementation of the Ramadan Campaign towards Giordano product sales. With the development of time and changes in societal behavior, Giordano collaborates with local designers with the aim of boosting product sales. This involves determining materials and ornaments that form the basis of the theme chosen for the campaign. This study also examines the marketing strategies employed by both brands, such as conducting product launching events, optimizing public figures as promotional mediums to foster positive interaction towards purchase intention. Collaborative strategies between brands to enhance campaign execution are considered to be relatively easy and effective in their application, thus influencing sales increase.

Keywords: Ria Miranda, Ramadan Campaign, Marketing, Product

Introduction

With the advancement of the modern era of Industry 4.0, society today tends to be consumptive in fulfilling their needs, especially in appearance, due to the increase in income leading to increased purchasing power (Fan et al., 2017). Another factor boosting purchasing power is the marketing strategies utilizing the internet to facilitate access to viewing fashion developments and purchasing them. The development of the fashion industry in Indonesia tends to follow Western designers such as France/Paris and the United States, both of which have a significant influence on the global fashion industry (Kawakatsu, 2001). The rapid progress of this fashion sector is marked by the proliferation of local brand clothing that enlivens the fashion market with their respective advantages and uniqueness offered to consumers (Hu et al., 2014).

Although the significant development of local brand clothing in this era is undeniable, it cannot be denied that foreign brand clothing tends to be preferred over local brands. The negative perception of local products being considered low quality and cheap is entrenched in consumers' minds, making it difficult for local fashion brand marketers to change this impression and attract attention to the products offered. This is the biggest challenge for local brands to convince consumers

that the local products offered have quality and are not inferior to foreign brands (Ching-Chin et al., 2010).

According to Isnaida (2022), the increasing enthusiasm of the community in using Muslim clothing has led to a thriving Muslim fashion business. The increasing number of consumers approaching the Ramadan month is almost 100% compared to regular days. Although the highest sales period is approaching Ramadan until Eid al-Fitr, this business will not lose its market on regular days. Muslim clothing will always have consumers regardless of the time because it is not only worn during festive celebrations but also for daily activities (Walker et al., 2000).

Ria Miranda is a fashion brand founded by Esmod Fashion School Jakarta graduate, Ria Miranda, in 2009. Ria Miranda started her business through a blog and social media. Through her designs, Ria Miranda aims to convey the values of simplicity and graceful feminine beauty. The Ria Miranda brand has stores in Bintaro and Kemang, although its business is now more nationally and internationally recognized through the website www.riamiranda.com. Ria Miranda is now expanding into the premium market segment, targeting upper-middle-class consumers in urban areas. The major annual event organized by the Hijabers Community is HC Day, formerly known as Hijab Day (Saraswati, 2019).

In this research, the researcher chooses the context of Ria Miranda's role as a local Fashion Designer who can collaborate with the international Fashion Retail Brand Giordano. Their products are only released during the Ramadan month and Eid al-Fitr. Consumers can find and purchase the released items at Offline or Online Stores anytime by connecting to the internet via their smartphones or laptops without needing to visit Giordano stores. In the digital age where consumers are increasingly inclined to shop online, international companies like Giordano must adapt quickly. Giordano is highly capable of being present on marketplace platforms, which can reach a wide range of consumers (Walker et al., 2004). With various online shopping platforms and social media platforms, companies can expand their brand visibility and increase brand awareness among consumers who actively shop online or offline.

The reason the researcher conducts this research is to discuss Ria Miranda's role in enhancing the implementation of the Ramadan campaign for the Giordano brand with the theme "Reignite Your Gratitude With A Blissful Heart." To what extent can the Ria Miranda brand increase product sales for the Ramadan and Eid al-Fitr collections, where all products use designs from Ria Miranda? This affects how to combine Ria Miranda's loyalists and Giordano's consumers so that they are accepted by both consumer segments of the two brands. The brand collaboration process generally involves the exchange of resources and knowledge between partners with the aim of achieving a better result than can be achieved individually by each entity (Yang et al., 2012). This strategy allows companies to achieve improvements in several aspects such as reaching new markets, leveraging new technology or innovation, and enhancing brand reputation (Riky Azharyandi Siswanto, 2019). Based on the above problems, the following research questions are formulated: (1) What strategies are used by Ria Miranda and Giordano to enhance the implementation of the Ramadan campaign in Online Stores and Offline Stores? (2) What is the influence of Giordano product sales after

collaborating with Ria Miranda with the sales results of the Campaign products managed by Giordano itself?

Literature Ria

Miranda

Review Ria Miranda Ria Miranda Loyal Customer (RMLC) or the Ria Miranda brand community is a community of fans of the modest fashion brand named Ria Miranda. This is an example of a community formed because its members share the same interest in the Ria Miranda brand (Zimmer et al., 2020). The community members do not only come from one region but are spread across almost all of Indonesia. The Ria Miranda brand community can be considered the largest community of modest or Muslim fashion brands in Indonesia. Compared to other brands that are Ria Miranda's competitors, none have as loyal consumers as RMLC. As a relatively new brand, this is an outstanding achievement (Satya H, 2019).

Marketing Campaign A campaign is a series of structured communication actions with the goal of having a large-scale effect carried out continuously within a predetermined period. Marketing campaign focuses on products typically occurring in a business environment, prioritizing a product (Maura G, 2020). A campaign itself is a deliberately designed, phased, and ongoing process carried out at a certain time aimed at influencing the target group it is applied to (Hou et al., 2017). Based on this understanding, we can interpret that all forms of campaign activities include four elements: campaign actions to make an impact, large target groups, time frames, and organized communication actions (Desti, 2021).

A digital marketing campaign is a digital marketing activity carried out using internet communication technology that can reach targets quickly and widely, thus requiring more intensive marketing campaign communication methods (Rachmadi, 2020). Digital marketing, or digital marketing, is defined as the use of technology to help marketing activities by increasing customer knowledge by providing suitability for the needs that must be obtained (Azzariaputrie, 2023).

Giordano, a brand originating from Hong Kong, as one of the major companies operating in the fashion retail sector in Indonesia, offers various clothing products ranging from shirts, pants, t-shirts to underwear and daily wear, with stores operating in all shopping centers in Indonesia until May 2024, with a total of 113 stores and 22 department stores with an average store area of less than 200 m². The first pioneer store opened in Indonesia is located in Mall Taman Anggrek, West Jakarta, on June 20, 1988, operated by PT Giordano Indonesia (Kulkarni et al., 2012).

Research Methodology

In the framework of this research, the researcher chooses to use the Systematic Literature Review (SLR) method. The SLR method refers to a specific research methodology and development to collect and evaluate related research on a specific topic focus (Alzate et al., 2021). The focus is to gain a deep descriptive understanding (Amam, 2022), of Ria Miranda's role in Giordano product sales during the Ramadan campaign. This approach involves the use of primary data collection

techniques, where primary data is obtained through observation and direct interviews. The benefit of research using the SLR method is the ability to identify, review, evaluate, and interpret all available research with a focus on a specific phenomenon of interest (Arissona Dia, 2023). The stages of preparing research using the SLR method broadly consist of 3 (three) steps, namely the planning stage, conducting stage, and reporting stage (Luluk Lathifah, 2020).

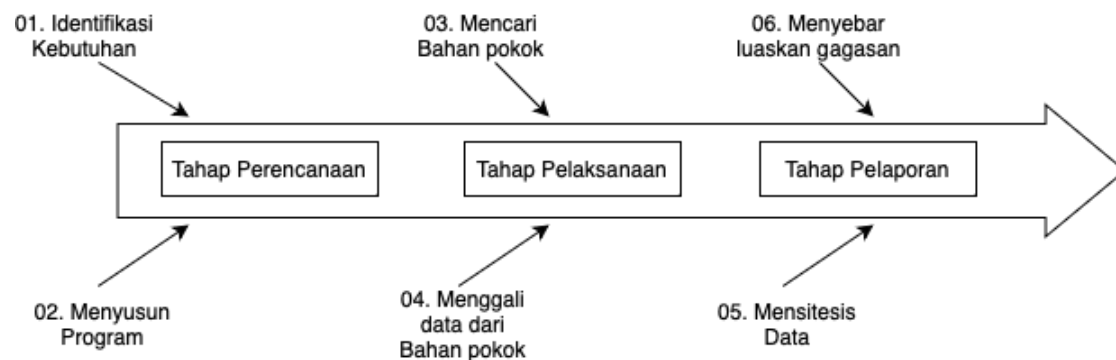


Figure 1. Systematic Literature Review Research Scheme

Results And Discussion

Based on the research results, the author has designed marketing strategies for the Ramadan Campaign where Ria Miranda collaborates with the Giordano brand, utilizing the following marketing strategies (Ghose & Ipeiritis, 2006):

Table 1. is a schematic table of Ria Miranda's role in sales of Giordano products

No	Ria Miranda's role in sales of Giordano products
1	Determine the materials and design ornaments that will be used as a Ramadhan collection
2	Activating the Launching Event for collection products at Kota Kasablanka Mall
3	Comparative analysis of the 2023 and 2024 Ramadhan collections

Determine the materials and design ornaments that will be used as a Ramadhan collection

Every year, Giordano holds four major campaigns: celebrating Christmas and New Year, celebrating the Chinese New Year, commemorating Indonesia's Independence Day, and commemorating the month of Ramadan and Eid al-Fitr. As a consistency, Giordano always embraces local designers to enhance the execution of the campaigns. One of the collaborations in this Ramadan campaign is with Ria Miranda, releasing a collection that can be customized for

families as it includes collections for men, women, and children. The material used for the products launched is linen, making the clothes durable, easy to absorb sweat, with a smooth and soft texture, and thick fabric fibers. By taking the theme back to nature and using linen material, it portrays the coolness of the heart during the holy month of Ramadan and Eid al-Fitr(Hu et al., 2008).



Figure 2. Product Photos for Online and Offline Needs

Conducting Product Collection Launching Event at Kota Kasablanka Mall

One marketing strategy to boost sales is to organize a product launching event held at Kota Kasablanka Mall, inviting Ria Miranda Loyal Customers (RMLC) along with WWS Members (World Without Strangers Members), the loyal Giordano community, with the aim of providing Product Knowledge about Ria Miranda's collection for the Giordano brand.(Vandevijvere et al., 2019) The event was attended by Ria Miranda herself and the team from the Giordano brand. During the event, Ria Miranda expressed:

"We are very grateful for the opportunity to collaborate with Giordano in creating a collection that combines elegance and comfort to welcome the month of Ramadan, through the theme 'Reignite Your Gratitude with a Blissful Heart'. We hope that each piece from this collection will not only be a part of everyday style but also serve as a reminder of the importance of gratitude in every moment."

During the event, not only did the communities meet, but loyalist members could also buy and own the Ria Miranda collaboration collection early, and there were personal styling sessions to make participants feel the ease of using the launched products. From informant information, it was obtained how the interaction occurred within the RMLC community. Interaction within the community is formed through the involvement of community members in its activities. In this case, it started with meetings with the RMLC community because they often attend events organized by Ria Miranda. Mrs. Fidy, a housewife, expressed that she felt a significant benefit from attending the Ria Miranda for Giordano product launching event. According to her, *"For me, it has a big impact, there's an activity..because as a housewife, it can get boring just staying at home, the activities are limited."*

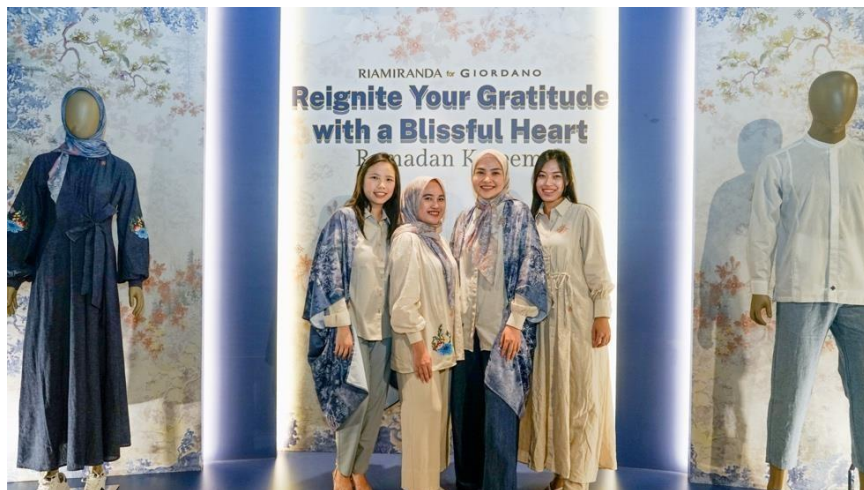


Figure 3. Ria Miranda at the product launching event

Optimizing Public Figures as a promotional medium

Consumer purchasing decisions are influenced by influencer content, as social media marketing allows for positive interactions that impact purchase intentions in today's globalized era. Content created with strength can generate interest in customer preferences and even drive purchasing decisions for products or services. When selecting influencers to build a brand, it is advisable to choose those already known in society to attract the attention of their followers, a strategy already employed by several renowned brands that utilize famous celebrities to introduce their brand (Annisa, 2022).

Influencers, as microcelebrities, represent a new style in online actions or behaviors, where individuals actively work to increase their popularity on social media platforms like video, blogs, or Instagram. This aligns with research indicating that microcelebrities can be understood as a mindset or practice, with the audience viewed as fans. The level of popularity can then be managed with fan management and carefully constructed to become consumable content for others.



Figure 4. Optimizing influencers to increase promotions

Comparison Analysis of Ramadan Collections in 2023 and 2024

Based on the information obtained by the researcher, after conducting observations and interviews with Ms. Praizella, the Product Development Supervisor at PT Giordano Indonesia, it was explained that in 2023, Giordano developed a Ramadan campaign without collaborating with anyone (Moe & Fader, 2002). They implemented their strategy differently, which, besides being able to maintain sales without any loyalists from communities or other brands, meant that segmentation could only be obtained from Giordano's consumers. Below are the results of the product sales calculation along with the sales and GP from the informant data obtained during direct observations (Tika, 2020):

Table 2. Ramadhan Campaign sales scheme table in 2023

Brand	Qty Order	Qty Sales	Sales	GP	GP %
Giordano Mens	17,600	15,774	Rp. 8,078,340,776	Rp. 5,207,166,478	64.9 %
Giordano Womens	12,880	5,228	Rp. 3,024,684,022	Rp. 1,631,168,662	59.4 %
Giordano Junior	4,400	3,309	Rp. 1,592,994,925	Rp. 929,454,548	65 %

With the presence of Ria Miranda for the Ramadhan campaign in 2024, the aim is to increase product sales greatly with the description in the table below (Walker et al., 2000):

Table 4. is a schematic table of Ria Miranda's role in sales of Giordano products

Brand	Qty Order	Qty Sales	Sales	GP	GP %
Giordano Mens	24,400	20,740	Rp. 10,796,632,000	Rp. 7,298,216,450	68 %
Giordano Womens	10,600	8,480	Rp. 5,148,864,000	Rp. 3,501,227,520	68 %
Giordano Junior	5,000	4,250	Rp. 2,183,650,000	Rp. 1,484,882,000	68 %

Based on the table above, it is known that the value of Ria Miranda's role in the Ramadhan Campaign on product sales has increased from 2023 previously < 12.8% in total, so the collaboration strategy between brands to improve campaign implementation is considered to be a strategy that is quite easy and effective in application so that it can influence the increase in sales.

Conclusion

The collaboration between Giordano and Ria Miranda as a local fashion designer has proven to have a significant impact on sales and enhancing their positions, especially within their respective communities and loyalist members of both brands, and generally within the hearts of Indonesian society. It is a strategic choice as a collaboration partner in the Ramadan Campaign. The role of these brands is not merely an addition to the program but an integral element that influences the success of the collaboration process. Generally, the collaboration process involves the exchange of resources and knowledge between partners with the aim of achieving better results than can be achieved individually. Several key points that strengthen Ria Miranda's role in enhancing the implementation of the Ramadan Campaign and product sales include:

1. Determining materials and design ornaments to be used for the Ramadan collection: By using linen material, it creates durable clothing that is easy to absorb sweat, has a smooth and soft texture, and thick fabric fibers, combined with the theme of returning to nature, portraying the coolness of the heart during the holy month of Ramadan and Eid al-Fitr.
2. Conducting Product Collection Launching Event at Kota Kasablanka Mall: In addition to uniting the loyalist members of both brands, this event can facilitate and receive positive responses so that loyalists can have early access to the Ria Miranda collaboration collection, and styling sessions can make attending participants feel the ease of using the launched products.
3. Comparison analysis of the 2023 and 2024 Ramadan collections: With the data obtained, the significant role of Ria Miranda in the Ramadan Campaign towards product sales has increased from the previous year by < 12.8% in total, indicating a significant role in sales.

Based on the conclusions drawn, there are several recommendations to enhance the implementation of the Ramadan Campaign, including:

1. Creating proposals and establishing partnerships with sponsors to make the event larger so that invited participants are not only loyalists from each brand.
2. Conducting sales via live streaming on various social media platforms to reach more consumers and interact with them, such as live streams on Instagram and TikTok.

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