

# MARKETING COMMUNICATION STRATEGY FOR YEBOSEYO.ID: A CASE STUDY IN K-POP FASHION BRAND

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## ABSTRACT

The continuous growth of internet users in Indonesia since 2012 has had an impact, particularly on the use of social media. In 2023, 60.4% of the population in Indonesia was using social media. Instagram and TikTok are widely used for social networking and business marketing, including by the clothing brand Yeoboseyo.id. This study aims to examine the marketing communication strategies of Yeoboseyo.id from September 2023 to February 2024, using a quasi-qualitative method with semi-structured interviews and triangulation techniques for data validity. The results show that Yeoboseyo.id utilizes a marketing communication mix, including advertising on social media, conducting sales promotions by providing vouchers, freebies, and giveaways, and implementing public relations to maintain brand reputation. They also engage in personal selling to build consumer trust and direct marketing through one-step and two-step approaches to increase sales and maintain relationships with consumers. The conclusion of this study is that Yeoboseyo.id has effectively implemented its marketing communication strategy; however, there are still some areas that are not fully optimized, including the use of below-the-line promotion channels and the implementation of personal selling.

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## 1. Introduction

The The internet network continues to advance and expand, facilitating access for both industries and individuals. In Indonesia, internet usage has steadily increased each year. According to a We Are Social report, in 2012 there were only 39.6 million users, but by January 2023, that number had reached 212.9 million users. In that year, 77% of Indonesia's population had internet access, with 98.3% of them accessing it via mobile phones, Rizaty (2023). Therefore, the increasing population that has consumed the internet has influenced various aspects of life, one of which is the economic aspect. As a result, people find it easier to conduct buying and selling transactions, both for services and goods, Palinggi & Limbongan, (2020). In January 2023, a total of 167 million people in Indonesia, or 60.4% of

the population, used social media, with an average usage time of 3 hours and 18 minutes per day. Social media is not only used for social networking but is also utilized for business. Entrepreneurs, including MSMEs and large businesses, use it for promotion, attracting customers, branding, and providing information, allowing them to reach a wider audience. In addition to social media, they also use marketplaces for sales. A Katadata survey shows that 77% of MSMEs consider marketplaces important for marketing because they offer promotional programs such as free shipping and discounts, as well as secure and easy transactions, Annur, (2021).

However, business competition is unavoidable, especially with the influx of cheap imported products in marketplaces that threaten local MSMEs. More than 70 fashion businesses are at risk of closing due to these imported products. Wientor Rah Mada, Director of Business and Marketing at Smesco Indonesia, emphasized the importance of collaboration between the government and business owners, or between business owners themselves, to increase the value of MSME products so they can compete, Catriana (2023). In addition to enhancing the value of their products, business owners also need to introduce their products to the public. One way to do this is through marketing communication. Marketing communication is a tool used by companies to inform, influence, and remind consumers about the products and brands they offer, Pandu (2021). One of the businesses that utilizes the internet while applying marketing communication principles is Yeoboseyo.id. Yeoboseyo.id uses social media and marketplaces for promotion and transactions.

Therefore, the massive growth of internet and social media usage can create various positive opportunities for businesses. This is evident from the success of Yeoboseyo.id, which has effectively used social media as part of its marketing strategy. Yeoboseyo.id utilizes Instagram and TikTok for product promotion, and Shopee as its sales platform. Founded in 2020 and based in Surabaya, Indonesia, Yeoboseyo.id uses Instagram and TikTok to promote its products and Shopee for transactions. Currently, Yeoboseyo.id has thousands of followers on social media and the Shopee marketplace. On Instagram, Yeoboseyo.id primarily posts various collections of the products they offer, along with posts introducing the products and providing information. Meanwhile, on TikTok, Yeoboseyo.id plays a different role, not only introducing products and advertising but also serving as a promotional platform to reach a wider audience, with uploads mostly consisting of videos. Yeoboseyo.id has exported its products to several Southeast Asian countries, and today, Yeoboseyo.id has become one of the most popular clothing brands among similar-themed brands on TikTok.

From September to November 2023, Yeoboseyo.id actively uploaded an average of 37 pieces of content per month on TikTok, achieving a total of 2.3 million views during that period. Despite experiencing a decline in viewership in November, this relatively new brand managed to attract millions of viewers. With a large number of followers on Shopee and social media, as well as its relatively young age, the researcher is interested in studying the marketing communication strategies of Yeoboseyo.id. The research, titled "MARKETING COMMUNICATION STRATEGY FOR YEBOSEYO.ID: A CASE STUDY IN K-POP FASHION BRAND," aims to understand how this brand successfully introduces its products without using other marketing communication mixes such as personal selling or direct marketing. Based on the background explanation above, the problem formulation in this research is: What marketing communication strategy is applied by the clothing brand Yeoboseyo.id?

The aim of this research is to understand the marketing communication strategies applied to the clothing brand Yeoboseyo.id. This study provides theoretical benefits by offering new insights in the field of marketing communication and serving as a reference for future researchers. Practically, this research offers insights into applicable marketing communication strategies, providing recommendations to companies for increasing sales, and serving as an example of marketing communication strategies for individuals or communities. Data collection will take place from September to December 2023. This period

is chosen because Yeoboseyo.id has launched several new products. The research aims to determine whether these products experience an increase in sales due to the applied communication strategies. Data analysis will be conducted from December to February 2024. The research will take place at the production house of Yeoboseyo.id in Surabaya.

According to Jannah and Moefad (2019), marketing communication is the process of delivering messages to consumers and customers through various types of media. Marketing communication is also a method used by companies to creatively offer products or services to potential consumers. Marketing communication can be delivered to target consumers either directly or indirectly, Rabbani et al. (2022). The marketing communication mix consists of five promotional tools: advertising, sales promotion, public relations, personal selling, and direct marketing, Egan (2015).

**(1) Advertising** encourages action from individuals by delivering persuasive messages to the target consumers. This helps change consumers' knowledge about products or services, moving from ignorance to a desire to try, purchase, and become loyal customers. This process aligns with the advertising hierarchy from awareness to purchase. The goal of advertising is to inform and persuade consumers, Widyastuti (2018). In advertising, there are two types of promotions: above the line and below the line. Above the line generates interest without direct interaction with the audience, aiming to explain products and build brand image. The media used includes print and electronic media. Meanwhile, below the line encourages consumers to buy by involving them in various direct activities, Saparso (2021). For effective advertising, fashion brands must consider three aspects: messages that resonate with customers, unique and appealing messages, and messages that can be trusted. Besides messaging, other elements such as the advertising mix are also important. The advertising mix includes creative elements and media, which are essential for accurately reaching the target market. For example, Yeoboseyo.id chooses social media as their advertising platform, Widyastuti (2018).

**(2) Sales Promotion** is a way for businesses to introduce products to consumers with the hope of triggering purchasing interest, Rabbani et al., (2022). Sales promotions are short-term and can include giveaways, discounts, vouchers, cashback, and souvenirs. Discounts can increase sales volume, Panuju (2019). Brands conduct sales promotions to enhance consumer interest, desire, and purchases, reduce brand switching, and introduce new products, Widyastuti (2018). Various tools in sales promotion include discounts, coupons, giveaways, and bonus packages. Fashion brands can engage in sales promotions by informing consumers through media and offering incentives, Saparso (2021).

**(3) Public Relations** is the process of building positive relationships with various stakeholders to achieve desired publicity, strengthen the company's reputation, and address issues involving the company, Firmansyah (2019). The goal of public relations in marketing is to gain understanding, support, trust, positive opinions, and responses in the form of attitudes and behaviors towards someone offering a product, Panuju (2019). Additionally, public relations aims to raise consumer awareness of newly introduced products, reduce advertising costs, and enhance reputation, Sitorus & Utami (2017). Public relations also serves to manage information obtained from customers to understand their opinions about the products they own, Firmansyah (2020).

**(4) Personal Selling** is the most effective marketing communication tool for building relationships with consumers. Personal selling involves direct interaction between the seller and potential buyers to present products, answer questions, and take orders. The application of personal selling in clothing brands allows sellers to understand customers' needs and preferences, Rabbani et al., (2022). To effectively convey personal selling messages, it is important to have a thorough understanding of the product and to use tools such as brochures or photo catalogs, Panuju (2019). The messaging in personal selling is very effective in building consumer trust and creating strong interpersonal relationships, including friendships, Saparso (2021).

**(5) Direct Marketing** is direct communication from a company to consumers with the aim of selling products or services, Panuju (2019), focusing on obtaining responses or building long-term relationships. According to Sitorus & Utami (2017), direct marketing involves various communication media such as email, text messaging, telemarketing, catalogs, online advertising, and mobile device advertising. There are two approaches in direct marketing: the one-step approach, where media is used directly to achieve objectives, as done by Yeoboseyo.id using social media, and the two-step approach, which uses various types of media to reach goals. The implementation of direct marketing opens up various ways to reach consumers, providing more detailed product information, and having low costs such as brochures and emails. However, direct marketing has a low consumer response rate, requires patience and time, and can make consumers feel uncomfortable because not everyone is willing to listen to offers, Rabbani et al. (2022).

In addition to the marketing communication mix, there are also marketing communication strategies that combine planning and management of communication to achieve specific goals, U. Jannah & Moefad (2019). Marketing communication strategies help companies achieve success by providing information, influencing, and promoting marketing activities. This is an essential tool for competing and reaching organizational goals. Furthermore, these strategies assist in business development through various means, such as building consumer networks, providing education, receiving feedback, and delivering good service, Rabbani et al. (2022).

**(1) Segmentation** is the process of categorizing target consumers who will be the focus of marketing communication strategies. By categorizing and limiting segmentation, the sale of products or services can be more easily achieved Doembana et al. (2017). Segmentation allows brands to avoid direct competition with rivals by adjusting products, prices, media, and promotional appeals for specific segments. Effective market segmentation requires the collection of measurable buyer characteristics such as demographics, psychographics, and behaviors, as well as efficiently directing marketing efforts to selected segments and ensuring broad market coverage, Saparso (2021).

**(2) Targeting**, according to Sarastuti (2017), involves the process of identifying target consumers and optimizing the market by considering the concepts of priority, variability, and flexibility in selecting the target market. Targeting also serves as the process of selecting consumers based on specific criteria established in the previous stage, which is market segmentation, Widyastuti (2018).

**(3) Positioning**, according to Rabbani et al. (2022), is the way a product is presented to consumers to create a positive image of that product in their minds. A fashion brand must determine the positioning of its products to attract consumers' attention and differentiate itself from competitors, allowing the brand to become recognizable to consumers.

Fashion brands are symbols that differentiate products and services from competitors and encompass values, vision, and mission. Brands must meet consumer desires, Huggard & Cope (2020). The fashion industry is divided into various tiers, including luxury and premium brands. Luxury brands are highly coveted by everyone, while premium brands combine elements of luxury and mass-market brands to create a unique brand identity. According to Huggard & Cope (2020), fashion brand communication involves efforts to convey messages to consumers through various means, including visual communication, Bungin (2020), product design, brand experience, digital communication, and user-generated content. This includes the creation of logos as brand identity, unique product designs, and consumers' subjective responses to the brand. Brand experience also encompasses the sales environment, both offline and online. Digital brand communication involves utilizing social media to introduce and promote products and provide customer service. User-generated content consists of consumer stories about their experiences using the products, which are typically shared via social media.

## 2. Method

The type of research method used in this study is the quasi-qualitative method. The quasi-qualitative method is an approach derived from one of the post-positivism approaches, as this method is still influenced by the post-positivist paradigm. The quasi-qualitative method combines qualitative and quantitative elements in the process of data collection and analysis. Quasi-qualitative research believes that changes in cause and effect in reality can be perceived through various perspectives or different thoughts, supported by relevant evidence, and the researcher uses theory as a guide to address the issues being studied. Therefore, the researcher will conduct analysis at various levels, categorize data to support the research, verify data validity, and summarize it in the form of a scientific report, Burhan (2020). The research design used in this study is the Simple Research Design (SRD). Although this design is referred to as simple, the results of this research can yield credible findings and should not be underestimated (Burhan, 2020). This research design includes five steps: a) Social Context; b) Literature Review; c) Research Methods and Data Collection; d) Data Analysis; e) Report.

The type of data source used in this study is primary data sources. This data consists of interviews with several sources or informants. The primary data used by the author in this study is data obtained directly from interview results, Abdussamad (2021). The subjects in quasi-qualitative research, also known as informants, are expected to convey all the information the researcher desires clearly and accurately, as well as various information the researcher wants to explore. The criteria for informants are individuals who are willing to provide information sincerely, are still actively involved in the informed activities, have free time, do not fabricate information, and most importantly, are ready to share their information. In this study, the researcher identified three informant sources: the owner of the Yeoboseyo.id brand, the marketing team of Yeoboseyo.id, and Yeoboseyo.id consumers, Harahap (2020).

In the process of conducting this research, the researcher used interview techniques. An interview is a step to obtain information through direct interaction with a question-and-answer format between the interviewer and the respondent, assisted by an interview guide, Hardani et al. (2020). In this study, the researcher employed a semi-structured interview type. A semi-structured interview is a type of in-depth interview that is more open and flexible and identifies broader issues, Abdussamad (2021).

The data analysis model used by the researcher is as follows. First, data reduction, which is the analytical process of clarifying, categorizing, directing, eliminating unnecessary elements, and grouping data using specific methods so that final conclusions can be drawn and verified, Hardani et al. (2020). Second, data presentation is the process of displaying data in the form of descriptions, relationships between categories, and narrative texts. The goal is to make it easier for researchers to understand the obtained data and then plan actions based on that understanding. Third, conclusion drawing is the research stage that provides meaning or in-depth understanding of the research results as a whole, Sidiq & Choiri (2019).

In the Data Validity Stage, the researcher divides it into two categories: validity and reliability. Validity aims to test the legitimacy of the information obtained by the researcher and to ensure that the data genuinely meet the research objectives, Saat & Mania (2020). To achieve data validity, the researcher employs triangulation methods. Triangulation in credibility testing is used to verify data by comparing the information obtained from other sources, such as results gathered with findings in the field, Harahap (2020). The type of triangulation used by the researcher is source triangulation. In source triangulation, the researcher verifies the accuracy of the data obtained by comparing it with data from various different sources. Data obtained from informants must be described and categorized based on similar or differing viewpoints, Sidiq & Choiri (2019). Meanwhile, reliability is a concept

that indicates the consistency of results or data obtained during the research process. Data can be considered reliable if the research produces relatively consistent findings. Therefore, in this study, the researcher uses an audit technique. The audit technique involves an expert who provides an evaluation of the research from various aspects that are relevant to this study. Hence, the researcher also establishes criteria for an expert as follows: the expert must have a deep understanding of concepts and theories related to marketing communication and must possess expertise in the field of marketing communication, Haryoko et al. (2020).

### 3. Results and Discussion

Yeoboseyo.id is a clothing brand from Surabaya that specializes in selling various styles of streetwear with a K-pop theme. Yeoboseyo.id has been established since 2020. The range of products offered includes t-shirts, jackets, hoodies, sweaters, crop top tees, shirts, tote bags, and pants. In addition to the wide variety of products, Yeoboseyo.id also has its own uniqueness. The uniqueness of the Yeoboseyo.id clothing brand lies in its designs, where the products are packaged with a K-pop aesthetic but not displayed explicitly, making them stand out from typical K-pop clothing. The Korean Wave phenomenon has spread throughout Indonesia, and its influence is felt in daily life, especially among millennials. The rapid development of information technology due to globalization is a key factor behind the public's enthusiasm for the Korean Wave. This phenomenon started in the entertainment world, where music, drama, and variety shows played a significant role in introducing Korean culture. Korean-style fashion became popular as many fans began to imitate the appearances of their idols, such as Blackpink, BTS, EXO, NCT, and others. Over time, this style has been adopted not only by K-pop fans but also by the general public. The casual and simple style of idols' clothing has become appealing to young people because it is easy to imitate, and the supporting accessories are easy to find. The use of accessories combined with the clothing design, such as beads, buttons, belts, or matching fabric accessories, enhances the appearance of the wearer, S. R. Jannah et al. (2023).



Figure 1 Design and Product Catalog of Yeoboseyo.id

Source: Processed by the researchers, 2024

The research on marketing communication strategies for the Yeoboseyo.id clothing brand was conducted through interviews with three informants: Jesslyn Aileen, the owner of

Yeoboseyo.id, Jenny Putri, a member of the marketing team, and Juandricho, a consumer of Yeoboseyo.id. The interviews were carried out through both in-person meetings and online sessions. In marketing communication, there are tools used to convey the type of communication desired by the communicator, which in this context is the fashion brand, to reach the target market that has been determined. This is referred to as the marketing communication mix. The marketing communication mix includes advertising, sales promotion, public relations, personal selling, and direct marketing.

**Advertising.** To enhance and expand marketing while spreading information about Yeoboseyo.id products, Yeoboseyo.id employs an advertising strategy by crafting message content that engages the audience's emotions to capture attention and appeal to the hearts of Yeoboseyo.id's target consumers. The advertisements are created in the form of creative content, such as photos and videos. Yeoboseyo.id also uses an above-the-line promotion strategy by creating promotional content with a "fear of missing out" (FOMO) approach, making viewers or potential consumers feel like they need to purchase Yeoboseyo.id products immediately. The media used by Yeoboseyo.id to disseminate advertisements includes utilizing TikTok Ads features, as Yeoboseyo.id already has an algorithm that makes it easier to advertise to consumers who are fans of K-pop.

It can be concluded that the advertising activities carried out by the Yeoboseyo.id clothing brand are quite good in terms of advertising strategy, creating advertisement formats, and maximizing the advertisement message. Moreover, Yeoboseyo.id's use of above-the-line advertising has successfully sparked curiosity in potential consumers and motivated them to purchase Yeoboseyo.id products.

**Sales Promotion.** To attract consumers, Yeoboseyo.id implements various forms of sales promotions, such as vouchers, giveaways, discounts, and offering freebies with every purchase. In addition to attracting consumers, Yeoboseyo.id's sales promotion activities aim to engage consumers with the Yeoboseyo.id brand through giveaway programs held every 3-4 months. Moreover, providing freebies with each purchase is intended to add extra value to their products. Therefore, the goal of Yeoboseyo.id's sales promotion activities is to encourage consumers to take a greater interest in the products offered by Yeoboseyo.id.

**Public Relations.** To maintain the brand's reputation, Yeoboseyo.id takes several steps, including preserving the brand's originality and providing guarantees such as vouchers or product replacements in case of damage or incorrect sizing. These measures are taken by Yeoboseyo.id solely to protect the brand's reputation, as reputation is the most important aspect for Yeoboseyo.id. In addition to reputation management, Yeoboseyo.id also maintains good relationships with its consumers by engaging them in brief dialogues through Q&A sessions on Instagram stories and discussing trending K-pop-related topics.

**Personal Selling.** Efforts are made to offer products and gather feedback or suggestions from consumers who have made a purchase. In this case, the Yeoboseyo.id marketing team engages in personal selling to offer products directly to consumers. The marketing team demonstrates and explains the value of the Yeoboseyo.id clothing brand. The explanation is delivered in simple language to ensure that potential buyers can easily understand it. Personal selling is not only used to offer products but also to receive feedback from consumers, allowing Yeoboseyo.id to ensure that its strategy for maintaining quality and the relationship between buyers and sellers is effective, thus promoting sustainable business practices.

**Direct Marketing.** This is one of the key tools in the marketing communication mix because it utilizes communication media to provide information, including new products that will be offered. To conduct direct marketing, Yeoboseyo.id uses the direct messaging feature on Instagram. This feature is chosen by Yeoboseyo.id because it offers a more personal

communication channel. Yeoboseyo.id uses a one-step approach by leveraging various social media platforms they own, such as Instagram, Twitter, WhatsApp, and TikTok. Additionally, Yeoboseyo.id applies a two-step approach, where they interact with their audience through Instagram stories and respond to comments on their posts. Currently, Yeoboseyo.id focuses on its direct marketing efforts by creating a community group on WhatsApp dedicated to resellers who purchase products in bulk. The function of this community group is to provide information about new products so that resellers can place orders before the products are posted on Yeoboseyo.id's official social media channels.

In addition to tools in marketing communication, also known as the marketing communication mix, there are also marketing communication strategies. Marketing communication strategies include marketing objectives and the steps to achieve those objectives. The steps to achieve these objectives are divided into three: 1) segmentation, 2) targeting, and 3) positioning.

**Segmentation.** This is the stage of categorizing the target consumers to be addressed in the marketing communication strategy. Yeoboseyo.id divides it into various segments, such as demographic, psychographic, and behavioral segmentation. The demographic segmentation determined by Yeoboseyo.id includes students or K-pop fans who are interested in fashion, particularly streetwear fashion. Yeoboseyo.id focuses more on teenagers aged 17-25. The psychographic segmentation is determined by social class, targeting individuals from the middle-class economy. Lastly, for behavioral segmentation, Yeoboseyo.id categorizes individuals who tend to experience fear of missing out (FOMO) on trends or K-pop items, as well as those who are loyal to their idols. One of the reasons consumers make repeat purchases is because a certain product variation matches their personality. Yeoboseyo.id also continually researches its products to keep up with current trends.

**Targeting.** This involves determining who the target consumers are and how the company will optimize the market. Yeoboseyo.id's approach to defining its target market is by examining the results of their social media analysis. Through social media, they can analyze who likes Yeoboseyo.id's content, what behaviors they exhibit, and utilize various tools to facilitate market analysis. When determining the target market, Yeoboseyo.id also considers segmentation and aspects of needs. For example, demographic segmentation, which in this case is based on age and occupation. Psychographic segmentation, where Yeoboseyo.id has identified the social class as upper middle class. Finally, the products offered by Yeoboseyo.id also meet the needs of their consumers.

**Positioning.** This involves how the product is presented to consumers to create a positive image of the product in their minds. Yeoboseyo.id's approach to attracting consumers is by highlighting the uniqueness of their products (Unique Selling Point or USP). To achieve strong positioning and win competition against rivals, Yeoboseyo.id also implements several strategies, such as consistently maintaining quality and originality. In addition to emphasizing the USP to win the competition, Yeoboseyo.id also stresses the USP so that consumers can remember the Yeoboseyo.id clothing brand. Therefore, if there is plagiarism from other brands, consumers can respond to the products offered by Yeoboseyo.id. Yeoboseyo.id's strategy in determining positioning has been successful, as seen from its ability to attract attention and make consumers remember the Yeoboseyo.id clothing brand, even though it has not yet achieved full consumer loyalty. However, some consumers have stated that the presence of the Yeoboseyo.id brand makes them feel comfortable because they do not have to struggle to find K-pop clothing and are reluctant to turn to other brands besides Yeoboseyo.id. This serves as the fundamental basis for Yeoboseyo.id's ongoing efforts to continuously improve product quality and services so that consumers who

have previously purchased or recently bought Yeoboseyo.id products can become loyal customers.

#### **4. Conclusion**

Based on the research results regarding the marketing communication strategy conducted by Yeoboseyo.id, it can be concluded that the marketing communication strategy incorporating the marketing communication mix and steps to achieve marketing strategies such as advertising, sales promotion, public relations, personal selling, segmentation, target market, and positioning have been applied according to the theory of Rabbani et al., (2022).

Yeoboseyo.id uses emotional message content in its advertisements to grab the audience's attention and engage potential customers. This approach helps the brand build a strong connection with its customers. They also use above-the-line promotion strategies to urge consumers to buy their products. Yeoboseyo.id advertises on TikTok through paid ads, using both photos and videos to convey their messages. Photos contain text messages, while videos focus on product details. They spread these ads across various social media platforms such as Instagram, TikTok, Twitter, and Whatsapp.

Conclusion is the answer to the proposed hypothesis (or title). Conclusions must be based on the facts found, and their implications need to be stated to clarify the benefits generated. Conclusions are expected to be critical, careful, logical, and honest based on the facts obtained.

In sales promotion, Yeoboseyo.id uses social media and marketplaces. On social media, they share giveaways, bundled sets, and monthly discounts like 11.11 or 12.12. On marketplaces, Yeoboseyo.id gives store discounts, price cuts, and free shipping. They also offer freebies like keychains, photocards, and vouchers with purchases. For public relations, Yeoboseyo.id interacts with followers through Q&A sessions on Instagram stories to maintain customer relationships. They provide warranty services, replacing damaged or incorrect items with new ones. If customers don't want to return items, Yeoboseyo.id offers guarantees such as vouchers. These actions aim to maintain the brand's reputation and build strong customer relationships. In personal selling, Yeoboseyo.id identifies potential customers, including friends and K-pop fans. They communicate in simple language during face-to-face interactions. Besides boosting sales, Yeoboseyo.id's personal selling aligns with long-term business goals.

In direct marketing, Yeoboseyo.id used to reach out through Instagram DMs and Twitter, but now they focus on creating WhatsApp groups. These groups aim to inform consumers from various countries who buy products in bulk. This helps them discover new Yeoboseyo.id products before they're shared on the official account. Yeoboseyo.id targets teenagers aged 17-25 based on demographics. Psychographically, they aim at individuals with middle to upper-class economic status, and behaviorally, they target K-pop fans. Their target market is loyal fans who buy Yeoboseyo.id products for their love of idols, not just because of trends. Yeoboseyo.id always emphasizes its unique selling point (USP) to maintain originality in design and product quality.

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