DIGITAL MARKETING STRATEGIES ON INSTAGRAM: AN EFFECTIVENESS AND IMPACT ANALYSIS OF VINTAGEARETHESHIT AND SAINTDADDY BUSINESSES

FINAL THESIS*

Submitted to Fulfill the Requirements for Obtaining a bachelor's degree in Communication Studies at the Faculty of Psychology and Socio-Cultural Sciences, Universitas Islam Indonesia

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STATEMENT OF ACADEMIC ETHICS

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MOTTO

“If you want to buy something without looking at the price tag, you gotta work without being able to look at the clock”

"The only way to do great work is to love what you do"
-Steve Jobs

“Allah does not burden anyone except according to his ability” (Al-Baqarah 2:286)

“Come on, Lets Go”
-Phoenix

PRESENTATION

I dedicate this work to:

My beloved family, especially Papah and Mamah, who always provide *support* to me and always pray for me in any situation.
And also for myself who has survived and fought in all conditions so that I can survive until now.

FOREWORD

Peace be upon you, and Allah's mercy and blessings

Alhamdulillahirobbil'alamin, praise and gratitude to the author for the presence of Allah SWT who has given His mercy, grace and assistance, so that the researcher can complete the thesis with the title *"Digital Marketing Strategies on Instagram: An Effectiveness and Impact Analysis of Vintagearetheshit and Saintdaddy Businesses"* Shalawat and salutations of the researchers to our lord the great Prophet Muhammad SAW who has brought mankind from the age of ignorance to a bright age like today.

This thesis was researched and written as closely as possible to fulfill the researcher's obligations in obtaining a bachelor's degree in Communication Sciences, at the Faculty of Psychology and Social and Cultural Sciences, Islamic University of Indonesia. Although the researcher realizes that there are still many shortcomings in writing his research and cannot be said to be perfect, the researcher gained a lot of new knowledge and learning during the research period.

Don't forget that in working on this thesis, many parties were involved to provide support and prayers while the researcher was conducting this research. Therefore, allow the researcher to express his deepest gratitude and gratitude to:

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The researcher is very aware that there are still many shortcomings in this thesis research and it is still far from perfect, so the researcher really hopes for criticism and suggestions to improve and develop this thesis in the future. But the researcher still hopes that this thesis can be useful for anyone who reads it.

Yogyakarta, July 13 2024



Kevin Rayhan Hughie Alghifari

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DIGITAL MARKETING STRATEGIES ON INSTAGRAM: AN EFFECTIVENESS AND IMPACT ANALYSIS OF VINTAGEARETHESHIT AND SAINTDADDY BUSINESSES

ABSTRACT

This study analyzes the digital marketing strategies employed by two Indonesian vintage apparel brands, Vintagearetheshit and Saintdaddy, through the Instagram platform. This research seeks to assess the effectiveness and impact of the marketing strategies utilized by both businesses in attracting consumers and increasing sales of their vintage products. The study employs a qualitative methodology, involving in-depth interviews with business proprietors and an analysis of interactions on Instagram. The findings indicate that Vintagearetheshit uses live streaming features and events like “Nike Nights” to engage a global audience, while Saintdaddy focuses on ads and partnerships to appeal to enthusiasts of sports memorabilia and music bands. Both entities successfully penetrate multiple market niches; yet, they encounter obstacles with consistency and the need to educate consumers on the value of vintage items. Suggestions are offered to enhance the efficacy of digital marketing strategies within the vintage clothing industry.

Keywords: Vintage Clothing, Instagram, digital marketing, Vintagearetheshit, Saintdaddy.

ABSTRAK

Studi ini menganalisis strategi pemasaran digital yang digunakan oleh dua merek pakaian vintage Indonesia, Vintagearetheshit dan Saintdaddy, dengan menggunakan platform Instagram. Penelitian ini bertujuan untuk menilai efektivitas dan dampak dari strategi pemasaran yang digunakan oleh kedua bisnis tersebut dalam menarik konsumen dan meningkatkan penjualan produk vintage mereka. Metodologi yang digunakan adalah kualitatif, yang melibatkan wawancara mendalam dengan pemilik bisnis dan analisis interaksi di Instagram. Temuan menunjukkan bahwa Vintagearetheshit menggunakan fungsi live streaming dan acara-acara seperti "Nike Nights" untuk menarik audiens global, sedangkan Saintdaddy memprioritaskan iklan dan kemitraan untuk menarik para penggemar memorabilia olahraga dan band-band musik. Kedua entitas ini berhasil menembus berbagai ceruk pasar; namun, mereka menghadapi kendala dalam hal konsistensi dan kebutuhan untuk mengedukasi konsumen mengenai nilai dari barang- barang vintage. Saran-saran ditawarkan untuk meningkatkan keampuhan strategi pemasaran digital dalam industri pakaian vintage.

Kata kunci: Vintage Clothing, Instagram, digital marketing, Vintagearetheshit, Saintdaddy.

CHAPTER 1
INTRODUCTION

A. Study Background

Instagram, since its launch in 2010, has grown rapidly and become one of the most widely used social media platforms in the world. With more than 1.63 billion monthly active users as of April 2023 (We Are Social, 2023), Instagram has transformed from a mere photo-sharing platform into a highly influential digital space, not only for sharing personal moments, but also for promoting businesses, increasing brand awareness, and forging relationships between companies and consumers. The platform allows users to upload photos and videos, edit them with various creative filters, and share personal moments through its Feed, Stories, and Direct Messages (DM) features. The temporary Stories feature, for example, allows users to share more spontaneous and personalized moments, while DMs provide a space for more intimate and direct communication with followers or clients. In addition, with an algorithm system that prioritizes interactions, Instagram is able to connect content with a more relevant audience, thus increasing the potential for businesses to grow significantly.

In Indonesia, Instagram is one of the most dominant social media platforms with 106 million active users, making it the fourth largest country in the world in terms of user numbers (We Are Social, 2023). This fact shows the huge potential of the digital market that companies can utilize to introduce their products and interact directly with the audience. Moreover, Instagram offers a highly effective visual approach to attract audiences, given that the majority of its users are the younger generation who are very open to image and video-based content. One industry that has greatly benefited from the development of Instagram is the fashion industry, especially vintage fashion. Vintage clothing, which refers to clothing produced between 1900 and 1980 (Chalmers, in Angelia & Kusumarini, 2015), has gained global attention due to its historical value and uniqueness. Not only from its function as clothing, but many people are attracted to vintage clothing as self-expression and a tool to shape personal identity, especially if the clothing is related to famous cultural figures or icons. For example, clothing inspired by music or movie culture, such as clothing synonymous with the band Nirvana or 1980s retro style.

In this context, Instagram plays an important role as a medium that allows entrepreneurs and brands to market their products more widely and effectively. Many vintage clothing brands in Indonesia utilize Instagram as the main platform to market their products. One of them is VintageAreTheShit, which has built a loyal community of followers through creative content that highlights the uniqueness and history behind each piece of clothing sold. With more than 25.6k followers, VintageAreTheShit utilizes a digital marketing strategy that includes weekly live broadcasts, use of relevant hashtags, and promotion through the Stories feature to introduce their products to a wider audience, both in Indonesia and internationally. Saintdaddy is another brand that uses Instagram as its main platform to sell vintage clothing despite having a smaller number of followers due to the loss of their original Instagram account. However, despite their smaller following, Saintdaddy still uses Instagram to market its products through an engaging feed and provide links to their e-commerce, with the aim of reaching a wider audience.

The growth of businesses like VintageAreTheShit and Saintdaddy reflects the growing trend of sustainable fashion that emphasizes the concept of upcycling, where used clothing is reprocessed into new, higher-value products. Vintage clothing that can be transformed into stylish and historically valuable items is increasingly in demand by consumers who are more environmentally conscious and want to reduce their negative impact on the planet by consuming less new products. This trend coincides with consumers' increasing awareness of sustainability issues and the importance of choosing eco-friendly products. Instagram is the perfect place for vintage clothing businesses to capitalize on this trend, as the platform provides global visibility for brands that want to emphasize sustainability values and a greener lifestyle. Through interactive features such as Stories, live streaming, and the use of the right hashtags, vintage businesses can appeal to an audience that cares about environmental issues and share their values. In this case, Instagram serves not only as a marketing tool, but also as a means to build awareness of sustainability and more responsible consumption.

In addition, the characteristics of Instagram users provide important insights into how brands can design more targeted marketing strategies. Instagram is dominated by users mostly between the ages of 18 to 34, which is the age group of Millennials and Gen Z- groups that are highly active in using social media for entertainment, information, and

inspiration. They highly value content that is not only visually appealing but also relevant to their identity and lifestyle. These young audiences tend to gravitate towards content that allows them to express themselves and participate in global conversations on various trends or issues, such as sustainable fashion and minimalist lifestyles. Therefore, for businesses looking to use Instagram to market their products, it is important to create content that is not only engaging but also able to pique curiosity and provide added value to their followers. Creative and authentic content is more likely to garner interactions, such as likes, comments, and shares, which in turn can organically expand audience reach.

One important element that amplifies interaction and visibility on Instagram is the use of hashtags. Hashtags help users to find relevant content and increase the visibility of content beyond the reach of direct followers. For example, brands that focus on vintage clothing or sustainable fashion can leverage hashtags such as #vintagefashion, #sustainablefashion, #upcycling, or #retrostyle to categorize their posts and attract audiences with similar interests. Through the use of the right hashtags, businesses can introduce their products to a wider audience, while joining the larger conversation about global trends or emerging sustainability issues. An effective hashtag strategy also allows businesses to gain greater visibility on Instagram's search feed, which makes it easier for new audiences to find their content and increase the potential to engage.

To understand how Instagram can be effectively used as a marketing platform, it is necessary to understand the social media theories that are relevant to current user behavior. One of them is the Unified Theory of Social Media Use (UTSM), which developed in the 2020s and integrates various theoretical perspectives of social media use, such as Uses and Gratifications Theory, Social Influence Theory, and Self-Presentation Theory. This theory proposes that users of social media, including Instagram, interact with these platforms for a variety of diverse reasons, ranging from the need for entertainment, information, and social interaction to the desire to build self-image and personal identity. As such, Instagram is not just a platform for sharing images and videos, but also a space where users shape their self-image and interact with others in a larger social context. In this regard, businesses can leverage Instagram to build more personalized and intimate relationships with their audience, by understanding that Instagram users are not only looking for visually appealing content, but also those that can provide emotional, social, and cultural value.

This theory also suggests that user behavior on social media is heavily influenced by social factors, including social norms and influences from friends, family, and celebrities. As such, social influence is critical in shaping purchase decisions and audience preferences. For businesses, this indicates the importance of using influencer marketing and user-generated content to build credibility and increase the appeal of their products on platforms like Instagram. Influencers who have a large following and are authorities in a particular field can exert significant influence in promoting products and introducing the values that brands want to convey.

In conclusion, Instagram has evolved into one of the most important digital marketing tools in the world, providing businesses with many opportunities to reach a wider audience through creative and interactive visual content. For industries such as vintage fashion, Instagram provides an ideal platform to build a loyal community of followers and promote products in a more personalized and authentic way. By understanding user characteristics, using hashtags effectively, and utilizing the latest theories on social media usage, businesses can design more effective marketing strategies, increase follower engagement, and grow their brands in the ever-evolving digital marketplace.

B. Problem Formulation

How do Vintagearetheshit and Saintdaddy utilize digital marketing on Instagram?

C. Research Purpose

The purpose of this research is to analyze the digital marketing strategies of Vintagearetheshit and Saintdaddy on Instagram.

D. Research Benefits

1. Academic benefits

1. The results of this study can serve as a reference in future research on similar topics.
2. This research aims to deepen understanding in the field of communication science, particularly in business and marketing.

2. Practical benefits

1. This study aims to provide insights into the vintage clothing industry, helping readers understand the profitability of such businesses.
2. This research highlights the critical role of digital marketing in promoting a brand or business.

E. Theoretical Framework

1. Previous Research

a. The Utilization of Instagram as a Marketing Strategy for SME in Indonesia (A Case Study on @khimar.yumnaa)

Keleti Károly from the Faculty of Business and Management, Obuda Hungary, conducted a study in 2023 titled, researched *"The utilization of Instagram as a Marketing Strategy for SME in Indonesia (A Case Study on @khimar.yumnaa).* This study examined the research on the marketing strategy of @khimar.yumnaa and its effectiveness towards their business by analyzing how the business utilizes Instagram features.

This research employed both qualitative and quantitative methods. Interviews were conducted with the owner and the business employee. This study focuses on the effectiveness of @khimar.yumnaa's marketing strategies on Instagram. Instagram provides numerous features that @khimar.yumnaa actively utilizes. These features include direct messages, stories, highlights, posts and captions, reels, bio information, and the ability to place necessary details on the profile surface in addition to paid advertising known as "sponsored content." @khimar.yumnaa employs strategic themes and content planning. Both this research and the current study share the subject of digital marketing via Instagram as a platform for buying and selling. This research differs from the current study as it focuses on a single firm and exclusively uses qualitative method while the current study employs both qualitative and quantitative methods.

b. Social Media Marketing Among Small Retail Clothing Businesses

Irene Michel Abrons, an MBA graduate from Keller Graduate School of Management (2009) and BA from Southwestern College (1994), completed her doctoral studies at Walden University in 2018. Her research examines barriers to social media marketing for small apparel businesses using the Technology Acceptance Model (TAM) developed by Davis (1989), which emphasizes perceived usefulness and ease of use in predicting technology adoption.

This research uses a qualitative method with a multiple case studies. Data were collected through semi-structured interviews with small business owners in Chicago and related company documents. Data analysis was conducted using open coding and member checking techniques to identify barriers in implementing social media marketing strategies.

This research shares similarities with the current study, particularly in its use of qualitative methods in small businesses in Indonesia and its focus on the fashion industry.

c. The Influence of Social Media Marketing Activity and Social Media Influencers on Instagram on Purchase Intention at Fashion Brand X in Instagram

The study was conducted by Steven Kurnia, Yosef Budi Susanto, and Risni Juliadi, research scholar students at Universitas Multimedia Nusantara with the title "*The Influence of Social Media Marketing Activity and Social Media Influencers on Instagram on Purchase Intention at Fashion Brand X in Instagram"* in 2022. This study explores the impact of social media influencers on Instagram and media marketing strategies on customer interest in buying Fashion Brand X products. Instagram for Brand X will become more dynamic when users connect with the material. Customer engagement with Brand X increases with higher interaction and exposure to its content on Instagram.

The study used a quantitative methodology, including a questionnaire with 120 respondents, to test its hypotheses. This study found that social media marketing activities significantly and favorably impacts brand equity. Consumer purchase interest is significantly and favorably impacted by e-word-of-mouth (e-

WOM). This study demonstrates that content posted on Instagram Stories and Feeds encourages consumers to move through the purchasing process. Engaging with the content allows consumers to stay updated on Fashion Brand X products. Additionally, this study demonstrates that media influencers directly and significantly boost Brand X's equity and positively influence customer purchase interest. Brand Fashion X can raise consumer interest in purchasing by working with influencers for endorsements.

This research shares similarities with the current study, both of which analyze the effectiveness of digital marketing for fashion businesses on Instagram.

d. Examining Role of Social Media Marketing in Brand Love and its Impact on Brand Centrality: A Study of Local Fashion Brands for Millennials.

This research was conducted by Iin Mayasari, Handrix Chris Haryanto, Olivia Deliani Hutagaol, Adam Rizky Ramadhan, and Iwan Amir from Paramadina University, Jakarta. It analyzes the influence of social media marketing on brand love and centrality in the context of local fashion brands. The research uses the brand love theory developed by Ahuvia (2006) and Sarkar (2017) omit this word to examine its impact on repurchase intentions. Data were collected through an online survey of 280 respondents and analyzed using the partial least squares (PLS) method.

This study implies that the concept of brand love can be developed into brand centralitypotentially even leading to brand religiosity, across various product categories. Brand love forms the foundation for strengthening the relationship between the consumers and the brand.

e. Using Social Media Marketing in the Digital Era: a Necessity or a Choice

Musammat Tahmina Khanom, Assistant Professor at the Department of Business Administration at Leading University in Sylhet, Bangladesh, conducted a study titled "Using Social Media Marketing in the Digital Era: A Necessity or a Choice."

This study demonstrates that most companies know social media's significance in the digital era. Social media allows companies to build brand exposure, engage with their audience, and reach a broad customer base at a reasonable cost. Increased website traffic, sales, and consumer involvement have all benefited businesses that have engaged in social media marketing in terms of revenues. Real-time client engagement and exceptional targeting capabilities are two more benefits of using social media for a company. Even with social media marketing's advantages, some companies doubt its necessity. Calculating the return on investment (ROI) of social media marketing can be challenging, and some companies need help figuring out how social media affects their bottom line. Some firms may require extra resources to effectively manage their social media presence.

Similar to the aforementioned studies, this research also examines the application of social media in digital marketing. The key difference is that, instead of focusing on a specific organization, the aforementioned research examines general business practices.

2. Theoretical Framework

a. Marketing 4.0 According to Kotler and Hermawan (2017)

Marketing 4.0 is a concept introduced by Philip Kotler and Hermawan Kartajaya in the book Marketing 4.0: Moving from Traditional to Digital (2017). This concept describes a significant shift in the world of marketing, where digital technology plays a major role in shaping interactions between companies and consumers. Marketing 4.0 integrates various digital aspects to create a more connected, personalized, and relevant experience for consumers. In this research, some of the main concepts discussed by Kotler and Hermawan in Marketing 4.0 are connected consumer, integrated consumer experience, value-based marketing, influencer marketing and social proof, and social media as the main platform.

1) Connected Consumer

Connected consumers refer to consumers who are constantly connected to the digital world through devices such as smartphones, computers, and other tools that allow them to access information and interact with various platforms

anytime and anywhere. Kotler and Hermawan (2017) mention that these connected consumers have the ability to access faster information, interact with brands directly through social media, and provide more open feedback. This changes the role of consumers who were previously only recipients of marketing messages, now becoming active participants who influence the course of marketing strategies.

With technologies such as social media, mobile applications, and e-commerce platforms, consumers not only have direct access to products and services, but can also share their experiences online, influencing others' perceptions and purchasing decisions. In this context, companies must realize that each consumer is part of a larger digital ecosystem, where this connectedness enables more transparent and dynamic two-way communication.

2) Integrated Consumer Experience

One of the important concepts in Marketing 4.0 is integrated consumer experience. Kotler and Hermawan (2017) explain that the consumer experience is now not limited to a single channel or touchpoint, but must be integrated seamlessly across multiple channels both online and offline. This concept is known as omnichannel marketing, which aims to create a consistent and connected experience for consumers, no matter which channel they choose to interact with the brand.

This integrated experience covers various stages in the consumer journey, from getting to know the brand, considering the product, making a purchase, to after purchase through customer service. This integration is especially important as consumers today move more frequently between devices and channels, such as between websites, mobile apps, social media, and even physical stores. Therefore, companies must be able to create a seamless experience, where consumers feel they are treated in the same way both online and offline.

3) Value-Based Marketing

The concept of value-based marketing in marketing 4.0 focuses on creating higher value for consumers, not just the products or services being sold.

According to Kotler and Hermawan (2017), value-based marketing involves a deeper understanding of consumer needs, wants, and aspirations. Companies that implement this approach must be able to offer more than just the functional benefits of their products, but also the emotional, social, and psychological value that can be obtained by consumers.

Value-based marketing also involves creating long-term relationships with consumers. This can be done by understanding what really matters to consumers, be it product quality, fair pricing, or the social impact of the product. Consumers today are increasingly looking for brands that reflect their values, such as sustainability, business ethics, or contributions to certain social issues. Therefore, value-based marketing focuses on building consumer trust and loyalty.

4) Influencer Marketing and Social Proof

Influencer marketing and social proof are two very important concepts in marketing 4.0. Influencer marketing involves using individuals who have great influence on social media platforms to promote products or services. According to Kotler and Hermawan (2017), the utilization of influencers is becoming increasingly important as consumers are more likely to trust a recommendation from someone they perceive to have authority or trust, compared to traditional advertising which is more direct and one-way.

Social proof is a psychological phenomenon in which consumers tend to follow the actions of others, especially in uncertain situations. In the context of marketing, social proof can be in the form of consumer reviews, testimonials, or product popularity. Influencer marketing and social proof work together to create credibility and build trust in brands. Influencers with a large number of followers can provide very strong social proof, which can influence the purchasing decisions of other consumers.

Influencer marketing is not just limited to big celebrities or famous personalities, but also includes micro-influencers, who have smaller yet highly segmented audiences and have higher engagement with their followers.

Therefore, influencer marketing can help companies reach a more precise and relevant audience.

5) Social Media as the Main Platform

Social media has become the main platform in digital marketing in the 4.0 era. Kotler and Hermawan (2017) emphasize that social media allows companies to build closer and more interactive relationships with consumers. Platforms such as Facebook, Instagram, Twitter, and TikTok are not only used for advertising, but also to communicate directly with consumers, gather feedback, and create communities around brands.

Social media also allows companies to run more targeted and relevant marketing campaigns, based on data and analytics collected from consumer interactions. Through social media, companies can launch creative and engaging marketing campaigns, and utilize tools such as paid advertising to reach a wider audience. Social media also serves as an effective platform for promoting user-generated content, which can increase credibility and attract the attention of a larger audience.

Furthermore, social media allows companies to monitor public sentiment and perception of the brand in real-time. As such, companies can respond quickly and make adjustments to marketing strategies if necessary.

b. 7P Theory Marketing by E. Jerome McCarthy

The 7P marketing model is a development of the 4P marketing model first introduced by E. Jerome McCarthy in 1960. The 4P model consisting of Product, Price, Place, and Promotion has become the basis for conventional marketing strategies. However, in the context of service marketing, which has different characteristics from physical products, additional elements are needed to describe broader marketing dynamics. Therefore, in 1999, Boone and Kurtz developed this theory by adding three additional elements, namely People, Process, and Physical Evidence. The 7P model is not only relevant for product marketing, but also for marketing in the service industry, which demands a more holistic approach in understanding the consumer experience.

1) Product

The first element in the 7P model is the product, which includes everything that a company offers to consumers to fulfill their needs or wants. Products can be physical goods or services that have certain features, quality, design, and benefits. The marketing success of a product depends largely on how well it meets the needs of the target market. According to Kotler and Keller (2016), products must have competitive advantages and differentiation that distinguish them from competitors' products.

2) Price

Proper pricing is the second element in the 7P model. Price not only reflects the economic value of a product or service, but is also an important factor in determining the product's market position. Pricing in accordance with consumers' ability to pay and the value they receive will influence purchasing decisions. Prices must be carefully considered, considering external factors such as competitor prices, production costs, and consumer perceptions of product quality.

3) Place

How the product or service gets into the hands of consumers. In modern marketing, place includes the various distribution channels used by companies to reach consumers, both through physical and digital channels. According to Kotler (2017), companies must ensure that products are available in strategic locations and are easily accessible to consumers. This plays an important role in creating accessibility and convenience for consumers.

4) Promotion

Promotion is a way for companies to communicate their products or services to consumers and motivate consumers to buy. This element includes various forms of marketing communication, such as advertising, sales promotion, social media marketing, event marketing, and others. In the context of digital marketing, promotion also includes the use of digital advertising tailored to consumer behavior through the right algorithm. According to Armstrong and

Kotler (2015), effective promotions can increase brand awareness, interest, and ultimately purchasing decisions.

5) People

In the context of service marketing, the people element is very important because the services provided by employees or parties who interact directly with consumers can affect their experience. People involved in services, be it staff, salespeople, or customer service officers, have a key role in building good relationships with consumers. The attitude, skills, and interpersonal abilities of the employees will give a deep impression to consumers, which has an impact on customer satisfaction and loyalty (Zeithaml, Bitner, & Gremler, 2018).

6) Process

The process in service marketing refers to the way a product or service is delivered to consumers. An efficient, transparent, and easy-to-understand process will provide a positive experience for consumers. Service speed, ease of transactions, and simple service systems are examples of elements in the process that can affect customer satisfaction. Kotler and Keller (2016) argue that a seamless and uncomplicated process is essential in reducing friction and increasing comfort for consumers while interacting with the brand.

7) Physical Evidence

In the service industry, physical evidence is an element that shows the quality and credibility of a service. Because services are intangible (cannot be seen or touched), companies need to provide physical elements that can strengthen consumers' perceptions of the services they receive. Physical evidence can be in the form of physical facilities, interior design, marketing materials, or even digital displays such as websites and applications. In research by Kotler and Keller (2016), physical evidence serves to create an image of professionalism and quality in the minds of consumers.

F. Method

1. Research Paradigm

This research was conducted using a descriptive paradigm. According to Lincoln and Guba (1985), the descriptive paradigm is part of a naturalistic approach that emphasizes understanding social reality in its natural context. This paradigm concentrates on phenomena experienced by individuals in real situations and pays close attention to the complexity and uniqueness of those situations. Researchers in this paradigm do not seek broad generalizations but aim for an in-depth understanding of specific situations. This approach is typically employed in qualitative research, where data is collected through in- depth interviews, direct observation, or document studies, which are subsequently analyzed to identify emerging themes or patterns. The primary goal is to provide a complete and detailed depiction of the phenomenon being studied, considering the context and perspectives of the participants.

2. Type of Method

This study used a qualitative approach with a descriptive model. According to Cresswell (1998) as cited in Rahmat (2009), qualitative research is defined as follows:

> "*Qualitative research is a loosely defined category of research designs or models, all of which elicit verbal, visual, tactile, olfactory, and gustatory data in the form of descriptive narratives like field notes, recordings, or other transcriptions from audio and videotapes and other written records and pictures or films."*

Data collection was carried out by in-depth interviews with subjects who had data and information pertinent to the research topics and through document studies. This descriptive qualitative research method omit this word describes situations or events, and focuses on observations and natural conditions (Setyadji, 2017).

3. **Time and Location**

This research will take place during the specified period, from January to October 2024, in Yogyakarta.

4. **Data Collection Technique**

The second method of data collection is through interviews. This data collection method is also critical to be carried out in research using the qualitative method. A direct interview will be conducted with Rizky from Vintagearetheshit and Diego, the owner and founder of Saintdaddy. A set of questions has been prepared to facilitate the smooth execution of the interviews. After the interviews, the recorded conversations will be transcribed verbatim using the data table that has been prepared. The transcriptions will facilitate the research process.

The final data collection technique involves gathering and reviewing relevant documents. This technique will serve as a reference for comparing the theoretical framework with this research findings. This data collection technique also affects the subject of this study. This interview aims to collect two different types of documents: Primary documents are provided directly by individuals who experienced the events, while secondary documents are defined as a document authored by someone other than the original source.

5. **Data Analysis Unit**

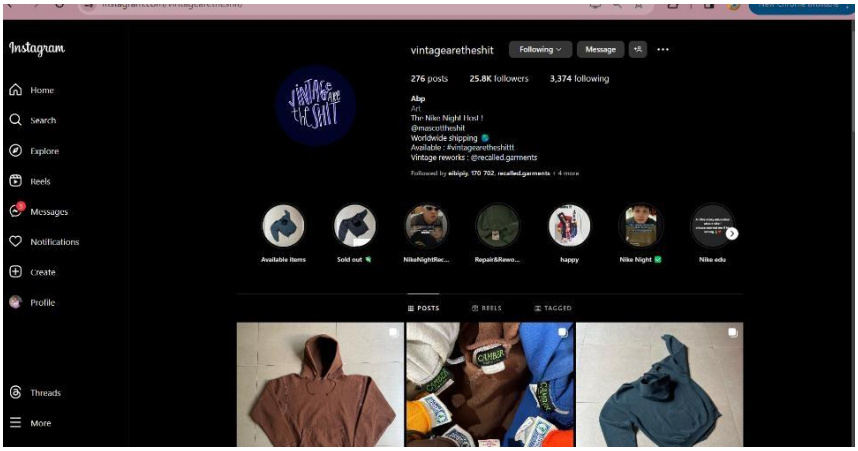
This research uses a qualitative descriptive method to comprehensively analyze the experiences and perceptions of subjects, focusing on understanding phenomena in a complex social context. According to Creswell (2013), this method is perfect for exploring phenomena that arise from the subject's interaction with their environment, using observation, analysis, and documentation as the main data collection methods. This research also falls within the constructivist paradigm, where knowledge results from individuals' subjective constructions based on their experiences and social interactions (Lincoln & Guba, 1985). Therefore, this research aims to describe the occurring

phenomena and understand how subjects construct their realities through in- depth and contextual perspectives. To increase the validity of the data, this research utilizes data, method, and source triangulation methods.

CHAPTER 2
OVERVIEW OBJECT OF STUDY

A. Research Object Profile

1. Vintagearetheshit

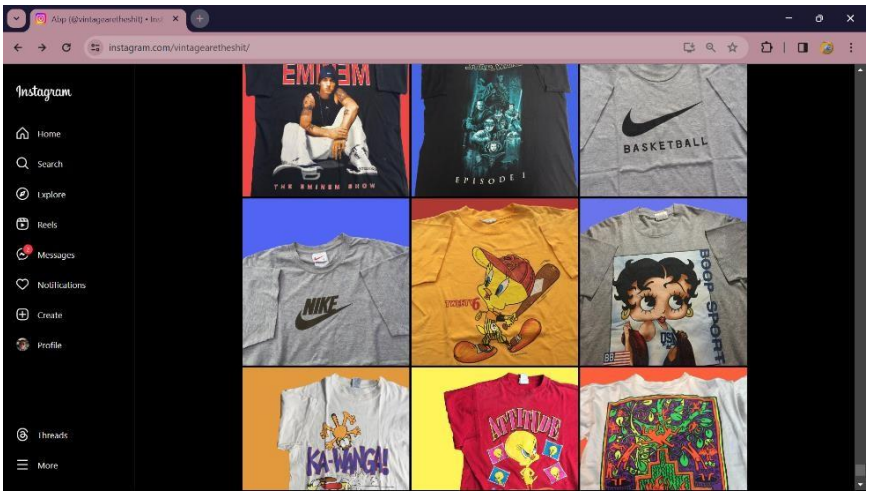


Picture 2.1 Vintagearetheshit Instagram Profile

The Vintagearetheshit launched in 2020 to create a vintage brand for products produced ten years ago in small quantities and offered at competitive costs with unique selling features. The mission of Vintagearetheshit business is to become the premier source for exquisitely repaired vintage clothing, bridging the gap between the past and present with classic styles and environmentally friendly operations. The mission of Timeless Treasures is to restore and unearth the innate beauty of antique objects. This business goal at Vintagearetheshit is to give our clients distinctive items that improve their living environments, tell a narrative, and endure. They are dedicated to sustainability through repurposing antiques, cutting down on waste, and encouraging an appreciation for fine craftsmanship. There are numerous benefits to vintage apparel for businesses. Sustainability: They think repairing and reusing old furniture can lessen our environmental influence and use fewer new resources. Craftsmanship: By maintaining each piece's original integrity and beauty, they pay tribute to the artistry and craftsmanship of earlier artisans. Authenticity: Each piece in the collection is a genuine antique with a distinct history and personality. Customer satisfaction: By providing outstanding service, quality,

and value, they aim to surpass our customers' expectations. Their inspiration is their deep love of history, art, and design. The excitement of finding undiscovered treasures and the fulfillment of giving abandoned objects new life motivates us. Through the amalgamation of classic beauty and modern living, our mission is to motivate our clients to design distinctive and significant environments.

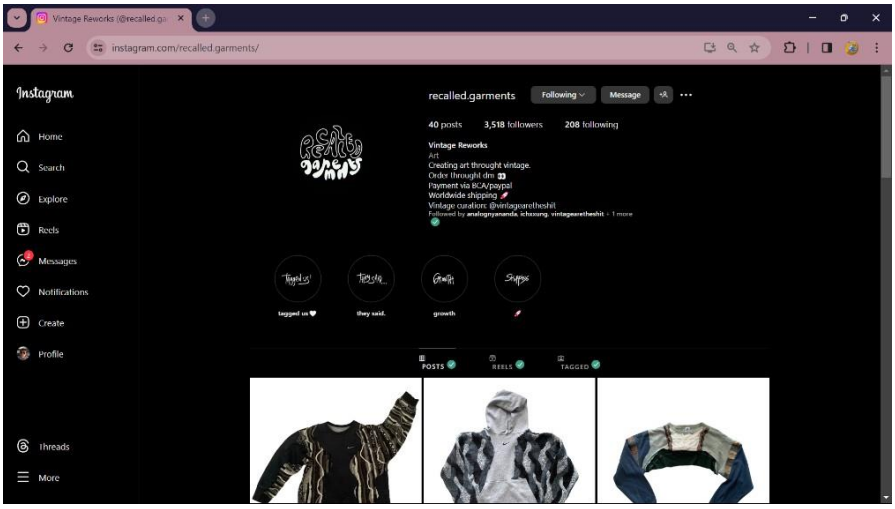
Interior Design Consultation: Professional guidance on combining antiques into contemporary spaces. The target market for Vintagearetheshit consists of interior designers, ecologically conscious people, and vintage fans who appreciate quality, sustainability, and one-of-a-kind things with character and history that can be found anywhere in the world. The "Nike Night's" Unique Selling Proposition (USP) from Vintagearetheshit is Timeless Treasures, which offers items of history in addition to apparel that give your look personality and sustainability. Particular business requirements, market concentration, and distinctive features of the supplied goods or services can modify this profile.



Picture 2.2 First Content of Vintagearetheshit on Instagram

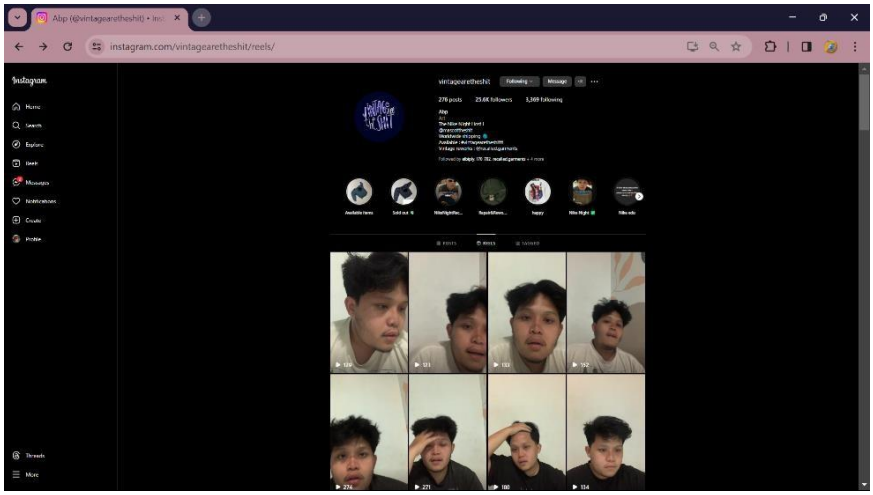
Since Vintagearetheshit was founded in 2019, the Vintagearetheshit Instagram account has reached 25.6k followers. The Vintagearetheshit Instagram account has also created 276 Instagram content, which Vintagearetheshit provides to vintage consumers. Nike Nights content from Vintagearetheshit is the main content created by the owner of Vintagearetheshit for consumers and provides the highest enthusiasm for selling clothes, hoodies, and pants. Therefore, Vintagearetheshit makes Nike Nights more frequent by

selling live streaming. In a relatively short time since it started operating, this business has succeeded in selling the entire collection of vintage clothes they offer. This shows that there is a significant and consistent demand from the market for unique and high-quality products such as those provided by "Vintagearetheshit."



Picture 2.3 Recalled Garments Profile by Vintagearetheshit

The proprietor of Vintagearetheshit also opened an Instagram account in 2021 to sell vintage clothing. However, the distinctiveness of the items drew customers in when they combined two old pieces into a single vintage shirt. A number of the products for sale have already sold for hefty amounts. With 3.5k followers, the recalled. Garments' Instagram account has produced 40 posts. In addition to seeking customers from Indonesia, recalled. Garments, like Vintagearetheshit, are prepared to ship to any nation to sell combined vintage apparel that embodies the concept of "creating art through vintage."



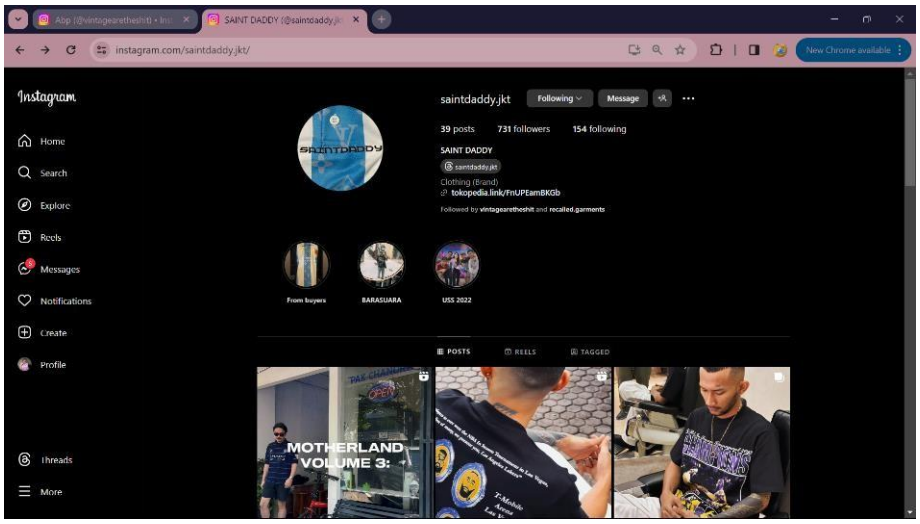
Picture 2.4 Live Streaming Vintagearetheshit



Picture 2.5 Live Streaming Vintagearetheshit by the host

Established in 2019, Vintagearetheshit live-streaming offers vintage goods for sale in association with the owners of the vintage goods. This live broadcast aims to start bidding on vintage goods for sale. There are Nike Nights, during which only vintage Nike merchandise is sold during the live streaming. In a rush, customers will offer a competitive price for the goods.

2. Saintdaddy



Picture 2.6 SaintDaddy Instagram Account

Saintdaddy Business uses athlete appeal to elevate Vintage fashion. SaintDaddy Business is a leading company in the vintage apparel market, combining classic elegance with the captivating appeal of NBA and soccer players. Offering a distinctive fusion of sportsmanship and stylish elegance, SaintDaddy Business focuses on carefully selected designs that draw inspiration from the fashion sense of prominent NBA players and soccer professionals. The goal is to celebrate the fusion of fashion and sports culture by giving fans first dibs on recognizable items that radiate vintage charm and athletic power.

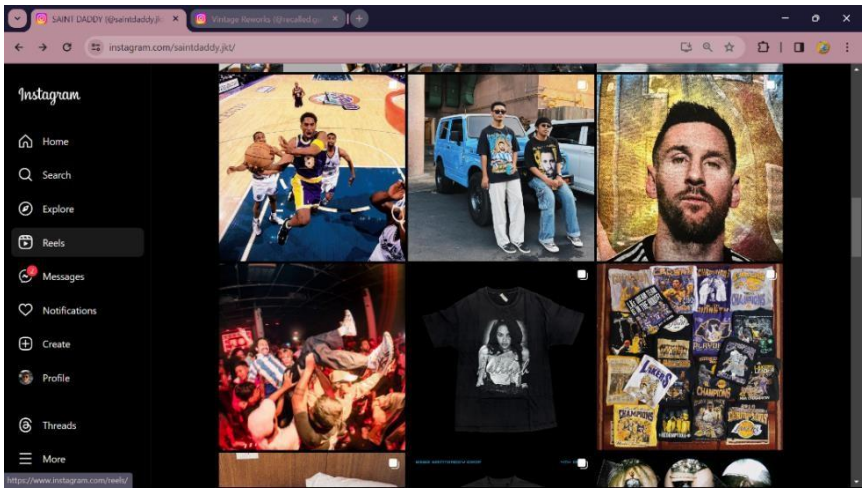
At SaintDaddy Business, we are satisfied with providing a carefully curated assortment of vintage apparel goods that appeal to sports enthusiasts' discriminating tastes. Every piece of clothing conveys a tale of athleticism, passion, and flair, from vintage NBA warm-up jackets worn by basketball greats to retro jerseys adorned by soccer legends. SaintDaddy unique collaborations with past participants and collectors guarantee authenticity and uniqueness, taking the Saintdaddy experience to previously unheard-of levels in the world of vintage fashion.

They provide a wide selection of vintage clothing and accessories that are carefully chosen to satisfy the tastes of fashionistas and sports fans alike. Vintage soccer jerseys with the recognizable logos of renowned clubs and retro-styled streetwear with an NBA influence are just a few items from SaintDaddy Business for any enthusiast looking to

stand out on and off the field. All the pieces in their collection are made with attention to detail and a dedication to quality, embodying the essence of classic elegance and athletic prowess.

SaintDaddy Business is the epitome of blending sports culture and retro fashion, embodying a sense of refinement, athleticism, and nostalgia. Their brand identity embraces the timeless appeal of retro style while projecting an air of exclusivity and authenticity, beckoning visitors to take a trip through the history of sports. SaintDaddy Business is your go-to place for sophisticated vintage clothing with a sports twist, whether you are a fashionista hoping to make a statement or a devoted fan wishing to honor your favorite player.

SaintDaddy Business is a source of innovation and inspiration in a world where sports and fashion collide. It pushes the limits of retro style while maintaining a distinctly athletic edge. We cordially invite you to embark with us on this thrilling voyage through time and style, driven by our passion for upholding the legacy of sports icons and our dedication to quality. Experience the splendor of SaintDaddy Business and add a dash of sports royalty to your outfit.



Picture 2.7 Saintdaddy's Content on Instagram



Picture 2.8 Saintdaddy's Content on Instagram

Since 2022, Saintdaddy has also shown exciting sales with the concept of sports or vintage clothes with a basketball and football theme and with the very famous professional players Kobe Bryant and Leonel Messi; this makes the clothes sold by Saintdaddy attract the attention of vintage consumers. Has the characteristics of a sports athlete.

3. Customers Informants

a. Ramdani Nasution

Ramdani Nasution, a U.I.I. student class of 2021, was initially interested in vintage after doing a lot of thrift shopping. His interest grew when he saw many people starting to play in the vintage world through Instagram. His exposure to the Bins Culture event also encouraged Ramdani to delve deeper into the world of

vintage fashion. In 2022, he decided to open a shop called Captain. vtgshop, which became his first step in developing a vintage business and exploring this increasingly popular market. He followed Vintagearetheshit and Saintdaddy Instagram account since 2021.

b. Adinda Safiratul Afifah

Adinda Safiratul is a Universitas Gadjah Mada (U.G.M.) student majoring in Public Policy Management class of 2020. As a woman active in the business world, Adinda runs a delivery service business in Japan, which allows her to gain insights into consumer trends and preferences across countries. With her academic background in public policy and business experience, Adinda has a strong interest in evaluating digital marketing strategies. Therefore, she will be interested in assessing the digital marketing effectiveness of the brands Saintdaddy and Vintagearetheshit on the Instagram platform, specifically how these brands utilize social media to reach audiences and build strong customer interactions. She followed Vintagearetheshit and Saintdaddy Instagram account since 2020.

CHAPTER 3
FINDINGS

In this chapter the author described the research findings and discussion obtained to the results of the research the author has done on the Digital Marketing Strategies on Instagram Vintagearetheshit and Saintdaddy Business: Effectiveness and impact analysis. The author used a direct interview method related to Instagram business account 2019 until 2024.

Table 3.1 Interviewee Identity

No	**Name**	**Gender**	**Position**	**How long has the brand been starting?**	**What attracted you to vintage?**	**What is a good vintage for you?**
1.	Rizky Arief Budi P	Male	Owner Vintagearetheshit	4-5 Years	The History, Uniqueness, and Money.	Vintage is interesting to use and style.
2.	Diego Moses	Male	Owner SaintDaddy.jkt	4 Years	The Value of Basket and Band Shirts.	Things that are used and worn out but still functional.

A. Digital Marketing Strategy

1. Vintagearetheshit

A digital marketing strategy is a detailed blueprint that defines how a company will utilize digital platforms and resources to accomplish its marketing goals. In the current era of rapid digitalization, businesses must adopt this approach to effectively engage with their intended consumers, foster interaction, and eventually enhance their sales figures. An effective digital marketing strategy covers a range of methods, such as content marketing, social media, email marketing, search engine optimization (SEO), and pay-per-click (PPC) advertising, among others.

A profound comprehension of the target audience is essential for a thriving digital marketing plan. This entails examining demographic data, online behaviors, and interests to develop customized advertisements that strongly appeal to prospective clients. Through the utilization of data analytics and market research, businesses may create customized experiences and pertinent content that efficiently cater to the requirements and preferences of their target audience.

Furthermore, a dynamic digital marketing strategy is not a universally applicable answer but rather a constantly growing approach. Regular evaluation and refinement are necessary to adjust to evolving trends, technologies, and customer habits. By being adaptable and flexible, businesses may optimize their digital presence, improve client interaction, and gain a competitive advantage in the dynamic digital environment.

> "In my opinion, vintage is included in all age ranges ranging from young 20 years to 35 years old, but there are also those who are 40 to 50 years old or even more who buy and wear vintage goods or clothes. Not only ordinary people who like and use vintage clothes, but many artists and influencers also use vintage items and are very interested in buying vintage items. The target market for vintage is like that, quite diverse." (Rizky ABP, July 4, 2024)

> *"Menurut saya vintage itu masuk dalam semua lingkup usia mulai dari usia muda 20 tahun sampai 35 tahun, tetapi juga ada saja yang usia tua 40 sampai 50 bahkan lebih yang membeli dan memakai barang atau pakaian vintage. Tidak hanya masyarakat biasa yang suka dan menggunakan pakaian vintage, artis maupun influencer pun juga banyak yang menggunakan barang vintage dan sangat tertarik membeli barang vintage. Target pasar untuk vintagearetheshit sendiri ya seperti itu, cukup beragam."* (Rizky ABP, 4 July 2024)

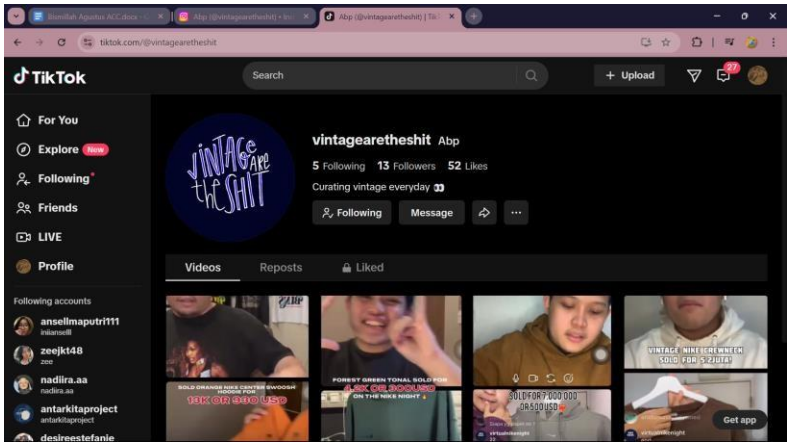
Following a conversation with Rizky ABP, the proprietor of Vintagearetheshit, it is evident that individuals between the ages of 20 and 50, who possess a strong enthusiasm for vintage fashion, often hold a deep appreciation for the aesthetic and craftsmanship of bygone eras. They often search for clothing, accessories, and household items that embody the fashion of specific time periods, ranging from the 1920s to the 1980s. Donning antique attire can enable individuals in their twenties and thirties to exhibit a unique and

individualistic character that distinguishes them from others. Conversely, those in their forties and fifties who regularly don vintage attire sometimes encounter a sense of nostalgia, being reminded of their younger years or specific moments in their lives that hold significant memories.

In addition to aesthetics, vintage consumers in this age range typically have a strong environmental consciousness. By choosing older items, they reduce waste and the use of new products, which often have a more significant environmental impact. Additionally, individuals may appreciate the durability and excellence of vintage merchandise, which often surpasses the standards set by modern mass production. Vintage lovers foster a robust camaraderie, engaging in the exchange of ideas, suggestions, and experience regarding the acquisition and maintenance of superior antique items.

> "The social media I use is mainly Instagram, but I also use Tiktok to market. Instagram is more inclusive of more people so I use Instagram to market my vintage products. Actually, Tiktok too, but I haven't delved too deeply into Tiktok." (Rizky ABP, July 4 2024)

> *"Social Media yang saya gunakan utamanya adalah Instagram, tapi saya juga menggunakan Tiktok untuk memasarkan. Instagram lebih mencakup orang lebih banyak jadi saya menggunakan Instagram untuk memasarkan produk vintage saya. Sebenarnya Tiktok juga tapi saya belum terlalu mendalami untuk Tiktok."* (Rizky ABP, 4 July 2024)



Picture 3.1 TikTok Vintagearetheshit

Instagram is the primary social media platform used by most owners of Vintagearetheshit to promote their goods. He believes that a lot of foreigners use Instagram to hunt for vintage goods. Compared to TikTok, Instagram is typically used for product marketing since it provides more structured tools for creating visual content and audience engagement. Instagram users have the ability to establish company profiles with a wealth of information, including shopping buttons, direct links to websites, and product descriptions.

Additionally, businesses can easily engage potential audiences in accessible and engaging ways with the help of technologies like Instagram Stories, IGTV, and Instagram Shopping. Furthermore, TikTok tends to concentrate more on short video content that can be better suited for branding or brand awareness campaigns than for direct product sales, whereas Instagram boasts a more stable algorithm and is more trustworthy at displaying material to the appropriate audience.

> "I use Instagram campaigns like Advertising and the Bins Culture event, if the purpose of the event is to introduce people to vintage." Both domestically and internationally are my goals. However, the majority of them reside in America abroad." (Rizky ABP, July 4 2024)

> *“Saya menggunakan kampanye di Instagram seperti Advertising sama event namanya theBins Culture, kalau event tujuannya memperkenalkan orang tentang vintage. Target saya juga dalam negeri dan luar negri. Tapi kalau luar negeri kebanyakan dari Amerika”* (Rizky ABP, 4 July 2024)

Instagram is the best platform for product marketing, claims Rizky ABP. Typically, those seeking to start a business will initially establish an Instagram account. Tiktok, as a supplementary platform, will provide a hyperlink that redirects people to Instagram. Instagram's versatility in marketing items and fostering commercial relationships provides it with a competitive edge over TikTok. Instagram offers a wide range of features, such as business profiles that provide a plethora of information, the ability to shop directly through Instagram Shopping, and the option to create more detailed content with IGTV and Instagram Stories. Although TikTok is recognized for its creative and concise video

content, Instagram offers a more dependable and structured platform for establishing brand identity and conducting efficient marketing campaigns.

Rizky ABP orchestrated a well-organized and enlightening event aimed at acquainting the broader population with antique culture. The event will showcase live performances by renowned artists such as Iwa K and Rian D'Masiv, together with a collection of antique and vintage items that evoke a nostalgic retro aesthetic. Enthusiasts from Thailand, Malaysia, Japan, and various other countries were extended invitations to attend the exhibition. Influencers also engage in the enthusiasm for throwback events.

> "I am interested in vintage because of the history of items such as clothes, pants, suits, jackets, watches, and others. In other histories, I also really like the model like an old model and different from others because nowadays such models of clothes are rarely used by people so it is just different from others. The most important thing is that I am interested in buying and selling vintage items because money is quite profitable in this day and age." (Rizky ABP, July 4, 2024)

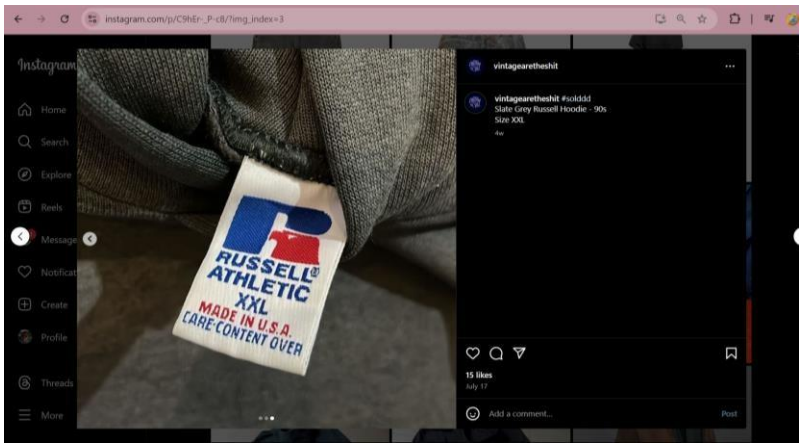
> *"Aku tertarik sama vintage itu karena sejarah dari suatu barang misalnya baju, celana, jas, jaket, jam tangan, dan lain-lain. Dilain sejarahnya, aku juga suka banget sama modelnya kayak modelan tua dan berbeda dari yang lain karena zaman sekarang model baju seperti itu jarang banget dipake sama orang jadi seperti berbeda dari yang lain aja. Dan juga yang paling penting aku tertarik sama jual beli barang vintage ini karena uang yang cukup menguntungkan di zaman ini."* (Rizky ABP, 4 July 2024)

Vintage possesses numerous distinctive qualities. Beginning with the stitching, year of manufacture, tags, production quantity for that year, and other relevant details. Following a conversation with Rizky ABP, the proprietor of Vintagearetheshit, he expressed great satisfaction with the vintage merchandise available for purchase and sale. The sale of vintage things can be highly lucrative due to the potential for substantial earnings. If vintage clothes or items are not sold or generate no interest at Vintagearetheshit, the proprietor will personally utilize them, as the business not only revolves around purchasing and selling, but also embraces a fashionable lifestyle.

A significant number of individuals in contemporary society are drawn to vintage apparel due to a variety of primary factors. Firstly, vintage clothing provides a chance to express oneself in a unique and distinct manner, diverging from the frequently repetitive current fashion trends.Individuals with an appreciation 43322for fashion history and tradition may experience a feeling of nostalgia when they don garments that reflect their unique personalities and tastes. Furthermore, the growing concern for sustainability and the desire to minimize fashion waste has led to an increased interest in vintage clothing. Purchasing and wearing second-hand garments is seen as a means to mitigate the environmental consequences of the rapidly evolving fashion sector.Vintage clothing products are typically crafted with superior craftsmanship and longevity compared to contemporary mass-produced items, hence enhancing the aesthetic allure and exclusivity for fashion aficionados.

> "If the material of the vintage item has its characteristics, the material of the t-shirt is thicker and nicer, from the seams it is also visible whether the item is vintage or not, and also from the tags on the shirt or clothes. If it's a vintage brand, there are some special ones, but if I'm not too fixated on the brand." (Rizky ABP, July 4, 2024)

> *"Kalau bahan dari barang vintage itu ada ciri khas nya, bahan dari kaos itu lebih tebal dan lebih bagus, dari jahitan juga terlihat apakah barang itu vintage atau bukan, dan juga dari tags di baju atau pakaiannya. Kalau Brand vintage itu ada beberapa yang khusus, tapi kalau saya tidak terlalu terpaku terhadap brandnya."* (Rizky ABP, 4 July 2024)



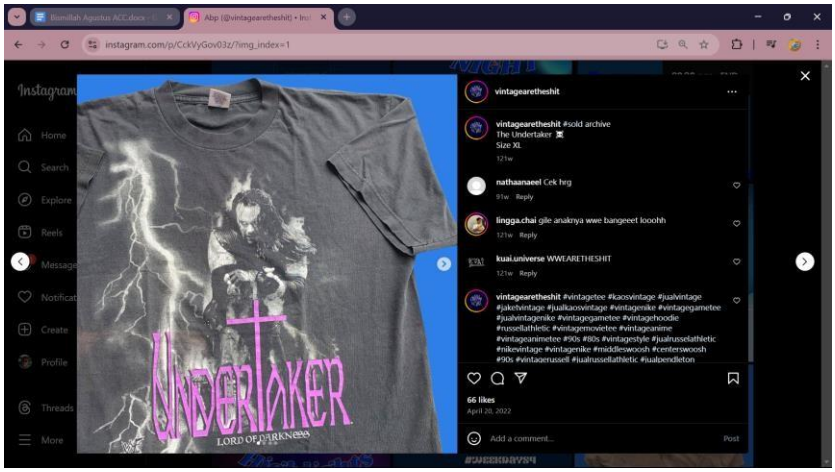
Picture 3.2 Label of SpecialTy of Vintage Hoodie by Vintagearetheshit

According to Vintagearetheshit, vintage items can be differentiated from modern goods based on several distinctive characteristics. A key characteristic is the material used, shown in t-shirts that are generally more substantial and of superior quality compared to contemporary ones. Moreover, the quality of the stitching is a crucial determinant in establishing whether an item meets the criteria for being classified as antique or not. Vintagearetheshit also pays attention to the labels or tags affixed to the garment, as these sometimes contain details regarding the item's provenance and year of production. However, Vintagearetheshit does not place significant focus on any specific brand. The primary focus is on the aesthetic allure, uniqueness, and general excellence of vintage objects.

Vintagearetheshit's strategy liberates them from the limitations imposed by the popularity or presence of major brands, allowing them to provide their clientele a wide range of diverse options. Vintagearetheshit can enhance its ability to explore and offer vintage goods with unique historical and stylistic importance by avoiding excessive fixation on the brand. Furthermore, it furthers their objective of enlightening and educating a larger audience about the ignored value and aesthetic appeal of antiques in the mainstream market.

> "Vintage also sells history, history of goods or clothes that are 20 years old and still good. So i look for items that are aesthetically pleasing and I also look for items such as band t-shirts or movie t- shirts because many people are nostalgic for old t-shirts like that" (Rizky ABP, July 4, 2024)

> *"Vintage itu juga menjual sejarah, sejarah dari barang atau pakaian yang sudah berumur 20 tahun dan masih bagus. Jadi saya mencari barang-barang yang kalau dilihat estetik dan saya juga mencari barang seperti kaos band atau kaos film karena banyak orang yang bernostalgia dengan kaos tua seperti itu"* (Rizky ABP, 4 July 2024)



Picture 3.3 Vintage T-Shirt by Vintagearetheshit

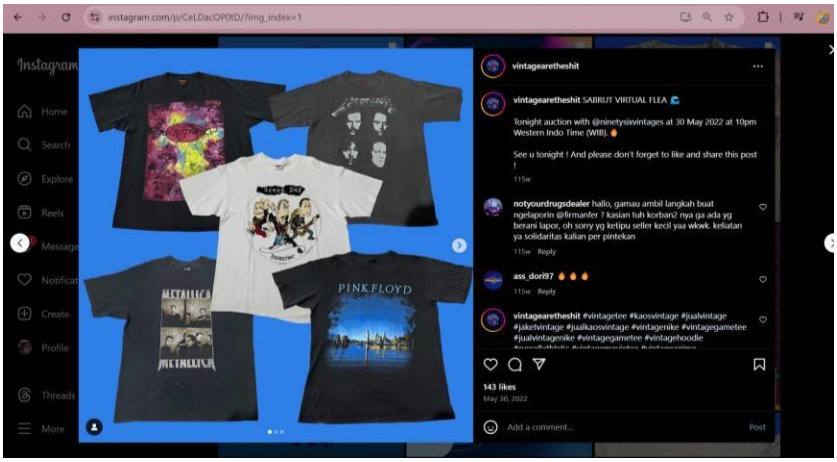
For Rizky ABP, the act of selling vintage products is equivalent to selling pieces of history. The historical significance and presence of vintage things contribute to a significant increase in values, particularly considering that many items are more than 15 years old. Individuals often sell old clothing due to its association with the enduring wisdom inherent in every meal. Vintage clothing possesses profound emotive and cultural connotations, in addition to its strictly fashionable nature. By selling these bags, they are not only catering to retro fashion fans with distinctive items, but also enhancing and conserving the materials employed in the bags' design.

In particular, for bands that are considered vintage, the drive to make sales is typically connected to a deep admiration for the music and culture that was prominent in past eras. The vintage Kaos band can be viewed as a microcosm illustrating the impact of a specific musical group or movement on historical culture. The sale of vintage band cassettes not only offers consumers the opportunity to purchase goods, but also allows record labels to experience nostalgia by reconnecting with the music they cherish. When someone refers to a vintage band, they are not only showcasing a timeless or trendy aspect, but they are also exhibiting a profound admiration for music that holds significance for numerous individuals.

> "If vintage clothes are priced at various types, ranging from Rp 50,000.00 to Rp 150,000.00. But there is also a high-end vintage price, it can already match the price in the mall. The price is millions

to tens of millions. In vintage, band t-shirts are the most stable vintage items in price. Like Nirvana t-shirts, Gun n Roses, and others." (Rizky ABP, July 4, 2024)

"Kalau baju vintage harga produknya berbagai jenis, mulai dari Rp 50.000,00 sampai dengan Rp150.000,00. Tapi ada juga harga yang high end vintage, itu sudah bisa menyamai harga yang ada di mall. Harganya jutaan sampai dengan puluhan jutaan. Di vintage itu kaos band adalah barang vintage yang paling stabil harganya. Seperti kaos Nirvana, Gun n Roses, dan lainnya." (Rizky ABP, 4 July 2024)



Picture 3.5 Vintage Clothing by Vintagearetheshit

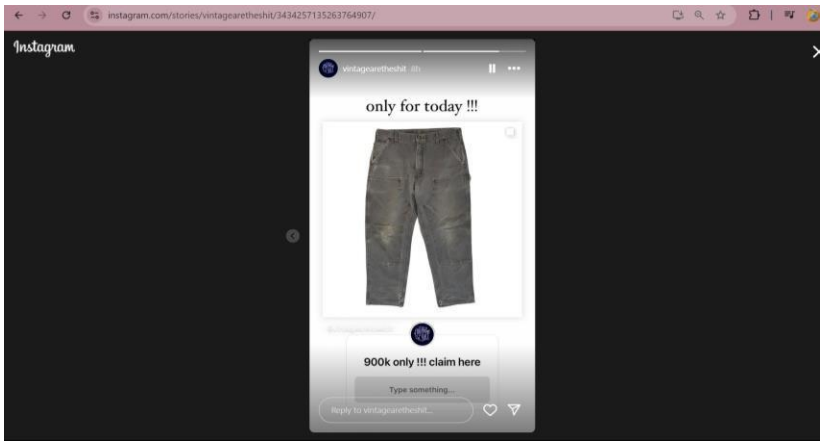
After consulting with Rizky ABP. Several crucial factors frequently influence the elevated selling price of vintage apparel. One primary factor contributing to the steep increase in vintage clothes prices is the scarcity of available supplies. Vintage clothing, being of older age, is frequently challenging to locate in excellent condition. Consequently, goods possessing unique designs and fine condition can command great value and come with a hefty price tag. Enthusiasts and collectors of retro fashion are willing to pay a significant amount of money to acquire rare and elusive products available on today's market, such as Vintagearetheshit.

Another influential aspect in the increase of vintage clothes prices is the allure of nostalgic and retro fashion trends. The current resurgence of retro style in the fashion industry has led to a higher demand for vintage things. Millennials and generation Z are the primary demographic groups that show a strong preference for antiques, since they

have a particular appreciation for unique and vintage styles. Owing to a surge in demand, merchants are compelled to raise prices, particularly for well-liked brands or models. The market's recognition of the distinctive worth and difficulties associated with acquiring vintage clothes is reflected in the selling prices of these goods, along with its historical and aesthetic importance.

> "From Vintagearetheshit for promotional activities or discounts, there is none. Vintagearetheshit chose those vintage items according to what I liked. If no one buys the vintage item, the item will be used by itself. That's the advantage of buying and selling Vintage items." (Rizky ABP, July 4, 2024)

> *"Dari Vintagearetheshit untuk aktivitas promosi atau diskon itu tidak ada. Vintagearetheshit memilih barang-barang vintage itu sesuai dengan yang saya sukai. Kalau barang vintage tersebut tidak ada yang beli, barang itu akan digunakan sendiri. Itulah keuntungan dari menjual-beli barang Vintage."* (Rizky ABP, 4 July 2024)



Picture 3.7 Only for Today Discount by Vintagearetheshit

Vintagearetheshit business strategy is founded around his personal fondness and admiration for vintage merchandise. These brands prioritize consumer preferences and tastes over market trends or demands, without relying on sales or discounts as the only criteria for product selection. This approach ensures that each item sold is one that the owner truly cherishes and has a deep appreciation for, thereby promoting the concept of genuineness and uniqueness in their collection.

The Vintagearetheshit strategy demonstrates authenticity in the vintage sector by not relying on discounts or marketing strategies. The company ensures that every item possesses a unique sentimental value and narrative, while also retaining the authenticity of their product selection by exclusively using vintage things that are not intended for personal use. This not only enhances the owner's personal and collective experience, but it also creates an atmosphere of exclusivity that other companies focused solely on mass marketing or trendy products cannot replicate.

> "Vintagearetheshit until now there has been no cooperation or collaboration with other vintage sellers. However, Vintagearetheshit opens the door to cooperation if there are other vintage sellers who want to work together." (Rizky ABP, July 4, 2024)

> *"Vintagearetheshit sampai saat ini belum ada kerja sama atau kolaborasi dengan penjual vintage lainnya. Tetapi, Vintagearetheshit membuka pintu kerja sama jika ada penjual vintage lain ingin bekerja sama."* (Rizky ABP, 4 July 2024)



Picture 3.8 Vintagearetheshit owner make an Event

Vintagearetheshit revealed that they have no prior experience collaborating with other suppliers specializing in vintage products. Nevertheless, they expressed their willingness to potentially collaborate with other antique retailers who are enthusiastic in working together. This illustrates Vintagearetheshit openness to the potential of collaborating with other industries, which can expand their network and take advantage of the mutual benefits among players in the vintage business.

> *"If the challenge from Vintagearetheshit is that there must be customers who buy my goods. But the serious challenge is to introduce people to vintage because vintage has a lot of t-shirts that are hollow or damaged, but the fact is that in the vintage world things like that have value, that's the biggest challenge of explaining to people. If the promotional event is from friends first, later friends will spread it. It's just that to cover a wider range of events, start getting media partners and start cooperating. From there we can get more visitors."* (Rizky ABP, 4 July 2024)

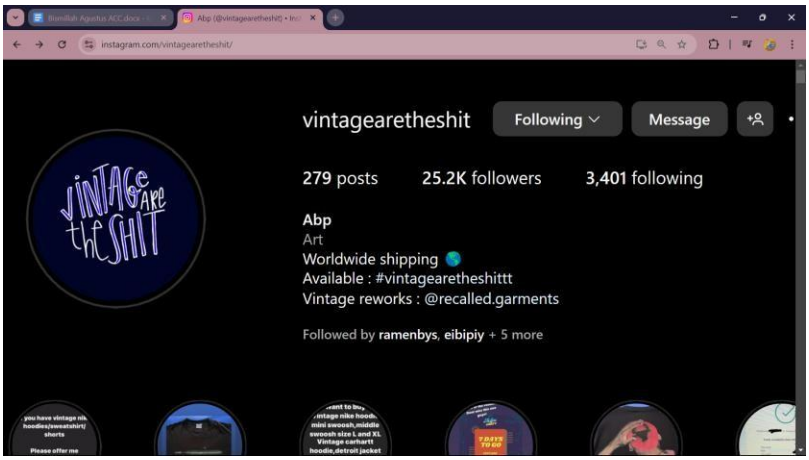
> *"Kalau tantangan dari Vintagearetheshit itu harus ada pelanggan yang beli barang saya. tapi tantangan yang serius adalah memperkenalkan orang ke vintage karena vintage banyak kaos yang bolong atau rusak tetapi faktanya dalam dunia vintage hal kayak itu ada value nya, itu tantangan terbesarnya menjelaskan ke orang. Kalau event promosinya dari temen dulu, nanti temen-temen menyebarkan. Cuma kalau untuk mencakup lebih luas dari event mulai dapet media partner dan mulai kerja sama. Dari sana kita dapat visitor lebih banyak."* (Rizky ABP, 4 July 2024)

One of the challenges that Vintagearetheshit faces in running its business is persuading individuals to buy vintage merchandise. One of their primary focuses is altering people's views of antique objects that may have physical imperfections such as fractures or gaps. Nevertheless, Vintagearetheshit believes that the true worth of an item lies in its unique historical and aesthetic significance, rather than solely in its physical condition. The primary challenge they have is persuading prospective purchasers of the value and uniqueness of these vintage items.

Vintagearetheshit aims to enhance marketing and promotion efforts by organizing a diverse range of events to address these challenges. In order to first promote their vintage merchandise, they relied on their acquaintances and advertising through social media platforms. However, they realized that in order to expand their reach, they would need to collaborate with other entities and form alliances with media organizations. Vintagearetheshit seeks to enhance their market penetration and appeal to a wider audience through strategic collaborations with prominent media partners and participation in high- profile events. It evolved into a deliberate tactic aimed at enhancing their reputation and appeal to collectors of vintage items.

"Because I have been in the Vintage world for a long time and also Vintagearetheshit has a good name on social media, so buyers have enough faith in me. But for vintage fans who don't believe in Vintagearetheshit IG, you can immediately check it on Tokopedia as well." (Rizky ABP, July 4, 2024)

"Karena saya sudah cukup lama di dunia Vintage dan juga Vintagearetheshit sudah cukup mempunyai nama baik di media social, jadi pembeli sudah cukup percaya kepada saya. Tetapi untuk penggemar vintage yang belom percaya dengan Vintagearetheshit IG, bisa langsung cek di Tokopedia juga." (Rizky ABP, 4 July 2024)



Picture 3.9 Followers Vintagearetheshit

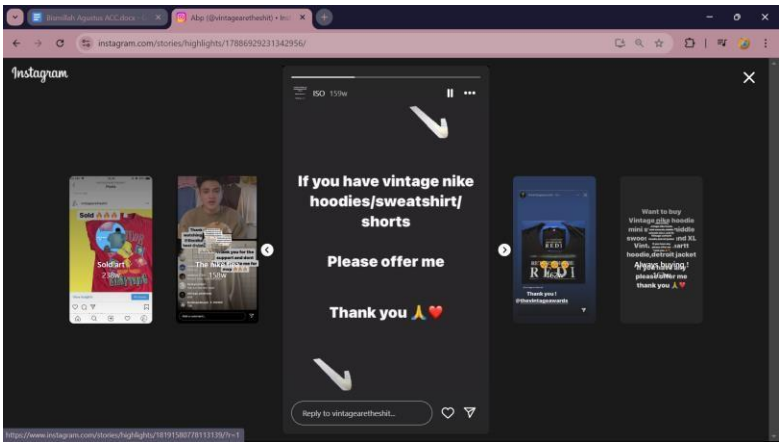
Vintagearetheshit marketing strategy is increasingly reliant on trust relationships with clients, which are a direct result of their extensive experience in the vintage fashion industry and their robust social media presence. Vintagearetheshit has developed a loyal customer base that is contingent upon the quality of the products and services they offer. This confidence is further bolstered by positive reviews and frequent engagement on social media platforms, which allow vintage enthusiasts to review firsthand accounts and feedback from other consumers.

Vintagearetheshit official store on Tokopedia makes it easier for potential customers who are still uncertain about their strong Instagram reputation. This provides consumers with the necessary increased accessibility and transparency to verify the legitimacy of a brand prior to making a purchase. In doing so, they not only establish trust

with their existing clientele but also enable potential new customers to conduct transactions with Vintagearetheshit in a secure and dependable manner through social media and other reputable e-commerce platforms.

> "Vintagearetheshit itself makes picking up goods anywhere, because we are looking not only in one place but all the places we search. If the goods are suitable and the price is suitable, we can still take them. If the process of buying and selling vintage management from me is all" (Rizky ABP, July 4, 2024)

> *"Vintagearetheshit sendiri buat pengambilan barang dimana aja, karena kita mencari tidak hanya di satu tempat tapi semua tempat kita telusuri. Kalau barangnya cocok dan harganya cocok, trus masih bisa banget di resell kita ambil. Kalau proses jual beli vintage management dari saya semua"* (Rizky ABP, 4 July 2024)



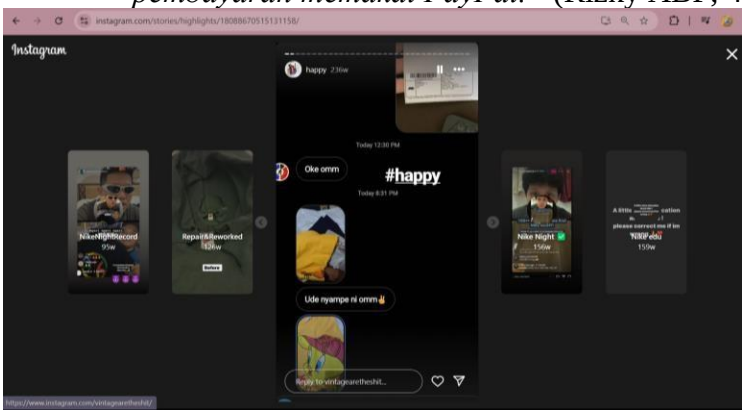
Picture 3.10 Vintagearetheshit seeking for Vintage things

Vintagearetheshit employs a comprehensive approach to the procurement of vintage apparel, sourcing it from a variety of sources. They conduct an exhaustive search of numerous marketplaces, salvage stores, garage sales, and other venues in order to identify unique vintage items that have the potential for resale. They are not restricted to a singular location. With this approach, they are capable of offering their clients an extensive selection, which encompasses uncommon vintage apparel, collectibles, and distinctive accessories.

The importance of "suitable" and "price appropriate" item criteria in the vintage procurement process is indicative of Vintagearetheshit commitment to the quality and market value of each item they resell. They ensure that each item they approve for sale meets a specific set of quality standards and has the potential to pique the interest of customers. Vintagearetheshit focuses on the management of the purchasing and selling process in order to establish a strong reputation as a dependable supplier in the vintage goods market, in addition to providing their clients with high-quality products.

> "The transaction process and delivery of goods from Vintagearetheshit is as usual, sending the address and payment directly to my BCA. But if my buyer is from abroad, there will be a separate form on the Indonesian post, the overseas shipment is usually the Indonesian post or Fedex. But the average Indonesian post. If you are abroad, you will use PayPal for payment." (Rizky ABP, July 4 2024)

> *"Proses transaksi dan pengiriman barang dari Vintagearetheshit itu seperti biasa, kirim alamat dan pembayaran langsung transfer ke BCA saya. Tapi kalau pembeli saya dari luar negeri akan ada form tersendiri di pos Indonesia, pengiriman luar negeri itu biasanya pos Indonesia atau Fedex. Tapi rata-rata pos Indonesia. Kalau luar negeri pembayaran memakai PayPal."* (Rizky ABP, 4 July 2024)



Picture 3.11 Customers Review on SnapGram Vintagearetheshit

Vintagearetheshit transaction and delivery procedure is a prime example of a strategy that is both efficient and straightforward, catering to both domestic and international customers. Domestic buyers are only required to provide the shipment address

and directly finance Vintagearetheshit BCA account through a transfer. This approach, which is in accordance with domestic consumer behaviors, simplifies the purchasing process by emphasizing transaction speed and simplicity.

Vintagearetheshit has a distinctive procedure for international customers that involves the completion of a form provided by Pos Indonesia. Pos Indonesia and other options, such as FedEx, are typically employed for international freight forwarding; Pos Indonesia is utilized more frequently as a consequence of these options. Furthermore, PayPal, a secure and widely used payment method for international transactions, is employed to facilitate payments from customers located abroad. Vintagearetheshit provision of global payment and delivery options not only expands their market reach, but also provides a dependable and user-friendly purchasing experience to clients worldwide.

> "From Vintagearetheshit, if the packaging of vintage products is sold, I put a Thank You card and some stickers, then I enter SnapGram every purchase. Trust delivery I believe in the expedition. Because the product is only clothes, hopefully you don't need to be given bubble wrap anymore. If the price is a dozen, if the customer wants the goods to be protected, they can be insured." (Rizky ABP, July 4, 2024)

> *"Dari Vintagearetheshit kalau pengemasan produk vintage yang dijual saya masukin Thank You card dan beberapa stiker, trus saya masukin SnapGram setiap pembelian. Trus pengiriman saya percaya dengan ekspedisinya. Karena produknya hanya baju semoga mana jadi ga perlu dikasih bubble wrap lagi. Kalau harganya belasan juga jika customernya ingin barangnya di lindungi bisa di taro asuransi."* (Rizky ABP, 4 July 2024)

Vintagearetheshit sets a high standard for customer experience by providing packaging that includes stickers, SnapGrams, and Thank You cards with every purchase of their vintage products. This activity enhances the visual and emotional worth of each package that is sent, while strengthening the brand's emotional connection with the customer. Vintagearetheshit provides personalized communication through thank-you cards and the uniqueness of stickers and SnapGrams, resulting in a unique experience that instills a sense of importance in their clients for each transaction.

Vintagearetheshit's commitment to security and reliability is demonstrated by the use of expedition services for shipments in every transaction. Providing insurance options to customers to protect valuable groceries demonstrates a stronger dedication to their satisfaction, even though their products mostly consist of antique clothing, which is generally more resistant to physical damage. By catering to the unique needs of security- conscious clientele, Vintagearetheshit not only meets their specific requests but also strengthens its reputation as a firm that prioritizes and addresses every area of the online shopping process.

> "Vintagearetheshit will evaluate at the end of every month, and because I manage this business, I always make bookkeeping and most importantly self-management that must be improved". (Interview with Rizky ABP, July 4, 2024)

> *"Vintagearetheshit akan mengevaluasi setiap akhir bulan, dan karena saya sendiri mengelola bisnis ini jadi selalu membuat pembukuan dan yang terpenting self-management yang harus diperbaiki".* (Interview with Rizky ABP, 4 July 2024)

Vintagearetheshit has made the decision to conduct a company evaluation. The understanding of the benefits of accurate bookkeeping and competent self-management by business owners has led to this outcome. They are also the ones who personally supervise. Vintagearetheshit can identify specific areas within their business operations and management that need improvement by conducting regular evaluations. Effective bookkeeping allows for a clear assessment of an organization's financial well-being and success. However, business owners can enhance their ability to efficiently manage their everyday operations by improving their self-management skills. The commitment of Vintagearetheshit to continuously improving the quality of their products and overall business management is clearly demonstrated in this endeavor.

2. Saintdaddy

Dalam penelitian ini kita mendapatkan hasil dari wawancara dengan saintdaddy. Sebagai pemilik Saintdaddy business Diego sangat amat mengerti bagaimana cara manajemen bisnis yang dia miliki tersebut. Dalam wawancara dihasilkan bahwa;

> “If you were to create a target audience solely for vintage clothing, who would be the first to recognize that such clothing has value and could be resold? The second group would be basketball collectors”. (Interview with Diego, 30 July 2024)

> “*kalau buat target audiensnya itu siapa sih pastinya orang-orang yang udah ngerti vintage, yang kayak udah tahu value-nya bisa diresell lagi itu yang utama, yang kedua orang-orang yang koleksi barang-barang basket.”* (Interview with Diego, 30 July 2024)

Most of Saintdaddy's target market consists of those who know antique products, understand their historical value, and see their resale potential. These individuals recognize that the basketball jerseys and band tees on offer are valuable collectibles that have the potential to be appreciated and may be resold rather than mere articles of clothing. The target audience also includes basketball memorabilia enthusiasts interested in artifacts related to well-known teams or players. Due to this combination, Saintdaddy's products have garnered a devoted following that values their scarcity and historical significance.

> “The media that Saintdaddy uses to advertise are Instagram and Shopee. Instagram became the main platform for promotion, while Shopee was used for safer transactions” (Diego, 30 July 2024)

> “*Media yang Saintdaddy gunakan untuk beriklan adalah Instagram dan Shopee. Instagram menjadi platform utama untuk promosi, sementara Shopee digunakan untuk transaksi yang lebih aman*”. (Diego, 30 July 2024)

In terms of marketing platforms, Saintdaddy mainly uses Shopee and Instagram. Instagram is the leading platform for promotion, where audiences are drawn in, and brand recognition is increased via narrative and visual material. Instagram's large user base and capabilities facilitate direct consumer engagement and enable Saintdaddy to exhibit products effectively and interact with potential customers. Conversely, Shopee is the transaction platform, giving customers a more secure and safe purchasing environment.

With Shopee, Saintdaddy can guarantee a safe and dependable transaction process while reaching a large audience on Instagram.

> "If for Saintdaddy's marketing, the main thing is that Instagram continues to use Instagram advertisement, sometimes we like to promote sellers to each other, if in the past, it was like I put you in the story, you put me in the story like that, Oh, cooperation, yes, yes, it's just because in the past it was still covid, people were still focused on cell phones, while now it's no longer covid and no longer focus on cell phones, many people have focused on the offline world, so it's a way to It's a little tighter, it's higher, you can go to events, sometimes even if it's like vintage figures or local brand figures, even those who go to USS are not to look for sales, but to let people know, Oh, there's this brand, Oh, I have to follow this brand." (Interview with Diego, 30 July 2024)

> "*Kalo buat Saintdaddy marketing utamanya sih Instagram terus memakai Instagram advertisment terus kadang kita kayak promote seller satu sama lain kalau zaman dulu kayak ada gue taruh lu di story lu taruh gue di story kayak gitu Oh kerjasama ya Iya cuman karena itu zaman dulu masih covid orang masih fokus di HP sedangkan sekarang kan udah nggak covid dan udah nggak fokus di HP banyak orang udah fokus ke dunia offline jadi cara biar agak lebih kenceng lebih selernya lebih tinggi bisa ke event bahkan kadang kalau kayak tokoh-tokoh vintage atau tokoh-tokoh lokal brand malah yang kayak ke USS itu bukan untuk cari jualan tapi biar kayak orang tahu aja Oh ada brand ini Oh gue harus follow brand ini dia."* (Diego, 30 July 2024)

Saintdaddy utilizes Instagram advertisements daily and relies on the social media platform as its primary marketing weapon. During the COVID-19 outbreak, cross- promotion among businesses on Instagram Stories was widespread. To foster mutual support, one seller may, for example, emphasize the story of another merchant. However, with the conclusion of the pandemic, individuals have altered their behaviors, reducing their reliance on phones and increasing their focus on the physical environment.

Saintdaddy is considering implementing more targeted strategies, such as participating in various events, to enhance sales. Prominent figures from the vintage or local brand communities participate in events like the Urban Sneaker Society (USS) to promote their businesses and engage in the sale of items. Engaging in these events enhances

brand recognition, motivating audience members to pursue and endorse the company on social media platforms actively. Participating in these events has become crucial for increasing involvement and visibility in real-life communities.

> “If it's vintage, it's actually from the end of 2019 because in the past thrifting shopping only turned out that there was something more valuable, namely vintage, so I bought vintage and continued in 2020 and just opened an online sales store, because I saw the market again, right, and then the lockdown.” (Diego, July 30, 2024)

> "*kalau vintage sebenarnya dari akhir tahun 2019 karena dulu belanja hemat baru ternyata ada yang lebih berharga yaitu vintage, jadi saya beli vintage dan melanjutkan di tahun 2020 dan baru saja membuka toko penjualan online, karena saya melihat pasar lagi, kan, lalu lockdown.*" (Interview with Diego, 30 July 2024)

Since late 2019, the thrifting trend has primarily driven the growing demand for vintage clothing. Individuals were initially attracted to thrift stores due to the comparatively affordable prices and the environmentally conscious nature of purchasing pre-owned items. However, an increasing number of individuals recognized that antiquated merchandise held more excellent monetary value over time. Due to the better production standards when vintage products were made, they possess superior quality and a nostalgic charm and uniqueness that is hard to find in modern goods. This is the primary driving force behind many individuals' shifting focus from simply thrift shopping to actively collecting precious vintage items.

In 2020, there was a notable progression of this pattern as an increasing number of individuals established online sites specializing in antique merchandise. The epidemic and lockdown conditions provided additional momentum to this movement. Online shopping became the favored choice as individuals spent more time at home and had limited availability to brick-and-mortar establishments. Consequently, there was an increasing demand for vintage products as customers sought novel and captivating items to enhance their collections. During this period, a significant proliferation of online vintage stores occurred due to sellers' exceptional ability to fulfill the increasing demand in the market.

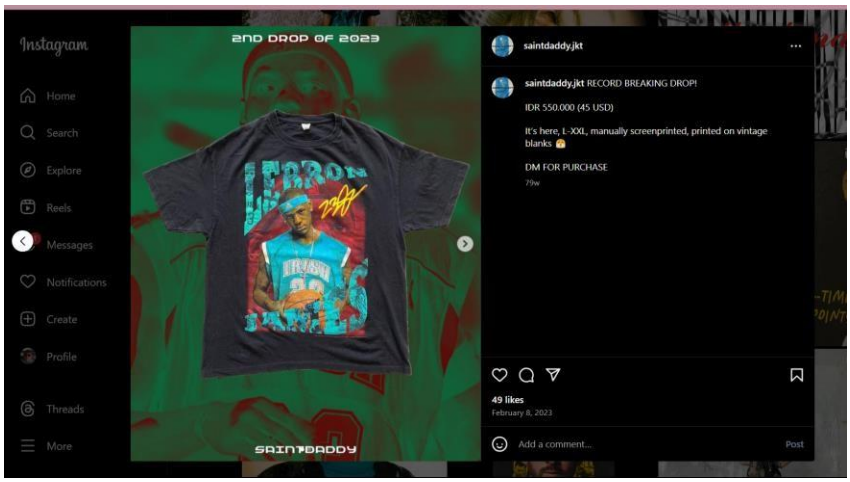
> “In my opinion, a good vintage is certainly proven to be worn out, maybe the color of the fabric material has faded a little, it's no longer an item, the screen printing is already curly, it's broken, because at first the vintage T-shirt was appreciated, this T-shirt is old-school, it's been a long time, it's been a long time, that's what is actually appreciated, it's only because it's a fall, it's an expensive item, There are buyers who want to buy if the condition is good, the condition is like a new item, some are like that. It's just that in my opinion, good and true vintage items actually have items that are worn out and used but are still worth using and have value.” (Interview with Diego, 30 July 2024)

> “*Menurut aku Vintage yang baik itu pastinya sudah terbukti dia terpakai usang mungkin ke warna bahan kainnya sudah sedikit memudar udah nggak item lagi, sablon nya udah keriting Udah patah-patah Karena pada mulanya Kaos vintage itu yang dihargai Kaos ini udah jadul Udah keliatan lama Itu yang sebenarnya dihargai cuman ada karena Ini jatuhnya Udah barang mahal, Ada buyer yang kayak pengen beli kalau kondisinya bagus, kondisinya kayak barang baru, ada yang kayak gitu. Cuman menurut aku barang vintage yang baik dan benar tuh sebenarnya ada barang yang sudah usang dan terpakai tapi masih layak pakai dan memiliki value.*” (Interview with Diego, 30 July 2024)

An excellent vintage piece is defined by its age and wear. The shirt's print may have started to deform or fracture, the fabric may have slightly diminished in color intensity, and the hue may not be as vibrant as it once was. These indications imply that the object has undergone an extensive journey. This exemplifies the essence of vintage, where the presence of wear and usage markings adds authentic value. However, because of these items' high value, several buyers are seeking pieces that are in exceptional, almost pristine condition. However, despite any signs of damage or aging, a vintage object still maintains a significant amount of its historical and aesthetic value, rendering it authentic and valuable.

> "The products sold by Saintdaddy themselves are band t-shirts and basketball t-shirts that have high historical and collectible value" (Interview with Diego, 30 July 2024)

"Produk yang dijual Saintdaddy sendiri adalah kaos band dan kaos basket yang memiliki nilai sejarah dan koleksi yang tinggi" (Interview with Diego, 30 July 2024)



Picture 3.4 Basketball Vintage T-Shirt by Saintdaddy

Saintdaddy mainly offers band and basketball t-shirts with historical significance and substantial collector value. The band t-shirts often feature designs from a distinct and renowned period. Likewise, basketball jerseys are highly desired by collectors and sports aficionados due to their association with famous teams or players. The historical relevance and distinctiveness of these products increase their appeal, transforming each t-shirt into a valuable collectible and a piece of clothing.

"The problem is that like yesterday, you can find things, maybe basketball shirts only cost *Rp200.000,00, Rp50.000,00, Rp100.000,00*, but if we find a market, the people are really like the Allen Iverson t-shirt collection, Lebron t-shirt collection, it can be priced at 1 million, 2 million, so if I can say that my market is children who understand basketball and children who know band t- shirts." (Diego, 30 July 2024)

"soalnya kayak kemarin tuh kayak bisa nemu barang-barang mungkin kaos basket ada yang cuma harganya Rp200.000,00, Rp50.000,00, Rp100.000,00 tapi kalau kita nemuin pasar orangnya emang kayak koleksi kaos Allen Iverson, koleksi kaos Lebron, itu tuh bisa dihargai 1 juta, 2 juta, jadi kalau gue bisa bilang market gue itu anak-anak yang ngerti basket sama anak-anak yang ngerti kaos band sih." (Diego, 30 July 2024)



Picture 3.6 Band T-Shirt by Saintdaddy

Aiming at a market that specializes in hoarding basketball jerseys of well-known players like LeBron James or Allen Iverson, jerseys that retail for roughly 200,000, 50,000, or 100,000 rupiahs may be worth 1 million or even 2 million rupiahs. Hence, our target market comprises individuals with an affinity for vintage band tees and basketball aficionados who appreciate the worth of distinctive and superior products. Both groups highly appreciate the historical and collectible aspects of our offerings.

> "Saintdaddy uses Instagram ads and participates in events to increase his brand's visibility. There are many events if you want to enter the vintage world and want to know how to sell and how to determine the market. Like how you have to go to events or stores often to know the goods." (Diego, 30 July 2024)

> *"Saintdaddy menggunakan iklan Instagram dan berpartisipasi dalam event untuk meningkatkan visibilitas mereknya. banyak event kalau pengen terjun ke dunia vintage dan pengen tau cara untuk Mau jual bagaimana nentuin market Kayak gimana Itu harus sering-sering ke event atau toko sih biar tau barangnya."* (Interview with Diego, 30 July 2024)

Saintdaddy enhances business visibility and extends its reach through the utilization of Instagram ads and active involvement in events. Using Instagram, businesses can effectively engage with their audience and showcase their products or services.

Additionally, attending events allows them to enhance their visibility and directly interact with potential customers. These gatherings are crucial for connecting with the vintage community and offering insights into consumer preferences, market trends, and effective sales strategies.

In order to sell their wares effectively in the vintage market, Saintdaddy often visits various businesses and attends significant events. By employing this pragmatic methodology, individuals can discover valuable commodities, establish connections with fellow business participants, and gain a more profound understanding of the vintage market. Saintdaddy ensures its expertise and strategic positioning to effectively target its market and enhance its sales strategy through active engagement in the vintage community.

> "Because I handle it myself and I have already worked so I don't have as much time as before, for like scrolling to find things, I don't have time anymore, so it's more so if you want to find it, just look for it, so if you don't get it, yes, if you get it, it's good, so maybe for the shopping it's not as skewed as it used to be, maybe the comparison is if the value of the cave used to be 10, now it's like it's only 3 or 4, so it's 10 to 4." (Diego, 30 July 2024)

> *"Karena gua handle sendiri dan gua udah kerja jadi gak sebanyak waktu dulu, untuk kayak scrolling nyari-nyari barang tuh udah gak ada waktunya jadi lebih ke kalau mau nyari sedapetnya aja jadi kalau gak dapet, yaudah kalau dapet, bagus jadi mungkin untuk belanjanya udah gak sekenceng dulu dulu mungkin perbandingannya kalau nilainya gua belanja dulu bisa 10 sekarang tuh kayak cuman 3 atau 4 jadi 10 banding 4 gitu."* (Diego, 30 July 2024)

Diego's reduced availability for comprehensive item searching is due to increased responsibilities and additional employment. With limited time for browsing, Diego prioritizes quick access to the available products. He does not insist on it if he does not find what he wants. However, if he comes across good-quality items, he will purchase them.

Diego has also substantially decreased the frequency of his shopping due to adjustments in his schedule and priorities. Previously, he could purchase a maximum of ten items simultaneously, but he only acquired three or four. His current and former shopping patterns are compared at a ratio of 10:4.

> "For vintage goods because they are pricey, because they have value, we must be more careful in sending them and so that people have their own impression when they buy goods, vintage sellers must certainly have more intentions like maybe someone buys a Nirvana t-shirt for five million, it's impossible to look like that cracker bag. Maybe the packaging can be a box or it can't be poly mailer or it's like aluminum colors keep running out, put three stickers in it, put a sticker in front of it, there is the name of the sender, the number is out, the address, so of course we are also as sellers, many are competing so that it is easier to remember. We don't just sell goods but sell experience, one way to make customers believe in the store and maybe in the future they will rebuy" (Diego, 30 July 2024)

> *"Kalau untuk barang vintage karena dia pricey, karena dia punya value, pasti kita pengirimannya harus lebih hati-hati dan biar orang punya kesan sendiri pas mereka beli barang, seller vintage pastinya harus lebih niat kayak mungkin kayak ada orang beli kaos Nirvana lima juta nggak mungkin, kayak kantong kresek itu. Mungkin kayak packagingnya bisa kotak atau nggak bisa polymailer atau enggak yang kayak warna-warna aluminium terus habis itu masukin tiga stiker dalamnya depannya taruh stiker ada nama pengirim nomor habis itu alamat jadi pastinya kita juga sebagai seller banyak yang berlomba-lomba biar kayak semakin mudah diingat. Kita enggak cuma jual barang tapi menjual pengalaman salah satu cara untuk membuat customer itu percaya kepada toko dan mungkin kedepannya bakal repeat buy."* (Diego, 30 July 2024)

Packaging and transporting vintage products professionally ensures that purchasers are happy with their purchases, as they are often costly yet have tremendous value. A high- value object, such as a Nirvana shirt worth five million dollars, should not be transported in a simple plastic bag. Alternatively, it might be enclosed in a sophisticated poly mailer with an aluminum finish or a sturdy box, accompanied by many stickers containing all the necessary information, such as the address, phone number, and sender's name.

Sellers must distinguish themselves from their competitors by providing a comprehensive experience that fosters client satisfaction and confidence rather than merely a product. Saintdaddy deliberate investments in packaging and presentation leave a lasting impression on consumers, encouraging them to recall our brand and consider making additional purchases. This approach enables Saintdaddy stores to distinguish themselves

and appear trustworthy in the competitive vintage industry by fostering client loyalty and establishing a solid reputation.

> "For sellers, of course, they will look for the cheapest but can be sold the most expensive, if I certainly dive on Instagram, the lifehack of those people can find new stores but what it looks like is that the sales market is not only one store but many stores and even many applications, maybe sometimes I can dive. Tokopedia sometimes goes to Carousell, sometimes to Shopee, but the possibility of getting good prices and good items is rare." (Diego, 30 July 2024)

> *“Buat seller pastinya bakal mencari yang paling murah tapi bisa dijual paling mahal, kalau gue pastinya nyelam di Instagram, lifehack nya orang-orang itu bisa nyari toko-toko baru tapi yang kelihatan dia emang pasar jualannya enggak cuma satu toko tapi banyak toko bahkan banyak aplikasi mungkin kadang gue bisa nyelam. Tokopedia kadang ke Carousell kadang ke shopee tapi kemungkinan untuk dapat good price dan good item itu jarang.”* (Diego, 30 July 2024)

Sellers aim to acquire products at the lowest possible cost and resell them at the highest possible profit. Diego utilized Instagram as a resource to identify new retailers and opportunities to accomplish this. A valuable life hack is conducting searches across multiple platforms and stores rather than limiting oneself to a single store. Diego investigates numerous applications, including Tokopedia, Carousell, and Shopee, even though locating high-quality items at reasonable prices is challenging.

> "If the transaction and delivery process is for local, Saintdaddy is usually only a direct transfer. For example, foreign customers can pay us through PayPal." (Diego, July 30, 2024)

> *"Jika proses transaksi dan pengiriman untuk lokal, Saintdaddy biasanya hanya transfer langsung. Misalnya, pelanggan asing dapat membayar kami melalui PayPal."* (Diego, 30 July 2024)

During an interview with Diego on July 30, 2024, it was mentioned that Saintdaddy typically utilizes direct bank transfers for shipping and local transactions. This strategy enables domestic clients to make payments with convenience and effectiveness.

Nevertheless, Saintdaddy offers PayPal as a payment option for international consumers, ensuring secure and convenient purchasing. Due to this strategic approach, Saintdaddy effectively caters to the payment requirements of both local and international clientele.

> "Maybe once every 3 months, every 3 months, it means because it's for transactions online, so you can track everything, if this is if you just look at the chat, if you forget to look at the photo, just look at the photo, when you get proof of transfer transactions, when and not until the stage of diligent evaluation, but sometimes there is." (Diego, 30 July 2024)

> *"mungkin tiap 3 bulan sekali tiap 3 bulan sekali maksudnya karena kan untuk transaksinya lewat online jadi bisa ke tracking semuanya kalau ini kalau kalau lu tinggal lihat chat kalau lupa tinggal lihat fotonya kapan dapat bukti transaksi transfer kapan dan enggak sampai tahap yang rajin evaluasi, tapi kadang ada."* (Diego, 30 July 2024)

For evaluation, Saintdaddy's transactions can be monitored every three months, making it easy to track and verify. Using tracking features and checking chats and photos as proof of transactions, we can confirm when transfers were made and ensure everything is recorded correctly. Although evaluations are not always done regularly, they are conducted as needed to ensure everything is proceeding as planned and nothing is overlooked.

B. Customers Response to @Vintagearetheshit and @saintdaddy

Evaluation of the success of the promotional efforts of an Instagram account selling vintage goods. This is highly dependent on the opinions of the visitors. This section seeks to provide insight into how audiences or customers perceive the Instagram accounts of Vintagearetheshit and Saintdaddy.

Based on the questions that have been given to customers from Vintagearetheshit and Saintdaddy, namely Ramdani Nasution and Adinda Safiratul who have followed the Vintagearetheshit and Saintdaddy Instagram accounts, this is an opportunity to provide responses from customers of these 2 Instagram accounts regarding Digital Marketing.

1. Vintagearetheshit

In researching further for the marketing success of vintagearetheshit, I as a researcher asked several customers and old followers of vintagearetheshit.

> "I have been following the Instagram account @vintagearetheshit since 2021. I want to buy some items from Vintagearetheshit. I also came to several events organized by Vintagearetheshit." (Ramdani, September 8, 2024)

> *"Saya mengikuti akun Instagram @vintagearetheshit sejak tahun 2021. Saya ingin membeli beberapa barang dari Vintagearetheshit. Saya juga beberapa kali datang ke acara yang di buat oleh Vintagearetheshit."* (Ramdani, 8 September 2024)

Since 2021, Ramdani Nasution has been following the @vintagearetheshit Instagram account and is interested in purchasing some of the items they offer. In addition, Ramdani has also attended several events organized by Vintagearetheshit, showing his strong interest in their products and activities.

> "I observe posts from Vintagearetheshit especially when Vintagearetheshit is giving interesting posts. There was a post about a Nike hoodie that not only I was interested in but many people." (Ramdani, September 8, 2024)

> *"Saya mengamati postingan dari Vintagearetheshit terlebih lagi disaat Vintagearetheshit sedang memberikan postingan menarik. Terdapat postingan tentang hoodie nike yang bukan hanya saya tertarik tapi banyak orang."* (Ramdani, 8 September 2024)

Ramdani has been following the Vintagearetheshit account for a long and is always interested in their posts, especially when products suit his taste. One product that caught his eye was a Nike hoodie that he thought was unique and suited his style. Although many people were also interested in the product, Ramdani decided to buy it because he felt the hoodie had its charm. Not because of its trendiness or popularity but because its design and quality were in line with his preferences when choosing clothes.

> “Point plus programs and interesting posts that should be improved for time stability and regularity in posting. Vintagearetheshit is already quite informative. And what stands out the most is the feeds from Instagram.” (Ramdani, September 8, 2024)

> *“Point plus program dan postingan yang menarik yang harus ditingkatkan kestabilan waktu serta kerutinan dalam memposting. Vintagearetheshit sudah cukup informatif. Dan yang paling menonjol adalah feeds dari Instagramnya.”* (Ramdani,8 September 2024)

The Instagram account “Vintagearetheshit” already has informative content and a prominent feed, but it still needs to improve its time stability and regularity in posting. The Points Plus program can also be strengthened to attract and engage followers more effectively. With a combination of exciting content, consistent posting, and an optimized plus points program, this account has the potential to attract more attention and increase engagement from its audience.

> "I have been following @vintagearetheshit on Instagram since 2020 because the products they sell are very interesting. Although I've never been to any of their events, I've only glanced at their posts. The content that catches my attention the most is the posts that show the products being worn by models, so I can get a better idea of the size of the clothes. Vintagearetheshit does a good job of showing details of the condition of the second-hand items they sell, but perhaps in the future they could use models more often to display products. Overall, the posts on this account are quite informative, and visually very neat and aesthetically pleasing." (Adinda, September 5 2024)

> *“Saya sudah memfollow Instagram @vintagearetheshit sejak tahun 2020 karena produk yang dijual sangat menarik. Meskipun saya tidak pernah datang ke acara yang mereka buat, saya hanya mengamati postingan mereka sekilas. Konten yang paling menarik perhatian saya adalah postingan yang menunjukkan produknya dipakai oleh model, sehingga saya bisa mengetahui ukuran baju tersebut dengan lebih jelas. Vintagearetheshit sangat baik dalam menunjukkan detail kondisi barang second-hand yang mereka jual, tetapi mungkin kedepannya mereka bisa lebih sering menggunakan model untuk menampilkan produk. Secara keseluruhan, postingan di akun ini sudah cukup informatif, dan secara visual sangat rapi serta aesthetically pleasing.”* (Adinda, September 5, 2024)

2. Saintdaddy

In researching further for the marketing success of vintagearetheshit, I as a researcher asked several customers and old followers of vintagearetheshit.

> "I have been following @Saintdaddy's Instagram account since 2021. I am interested in following the @Saintdaddy Instagram account also because I am interested in their work and content." (Chat with Ramdani, September 4, 2024)

> *"Saya follow akun Instagram @Saintdaddy dari tahun 2021. Saya tertarik follow akun Instagram @Saintdaddy juga karena saya tertarik dengan karya dn konten mereka."* (Chat with Ramdani, 4 September 2024)

Ramdani has been following the @Saintdaddy Instagram account since 2021. He is interested in following the account because he admires the work and content. According to Ramdani, the content shared by @Saintdaddy is charming. It is relevant to his interests, so he continues to follow the development of the account to get inspiration and enjoy the quality of each upload made.

> "I often observe @Saintdaddy's Instagram account, especially when @Saintdaddy makes bootleg works, many posts about the bootlegs he makes become the target of many people." (Chat with Ramdani, September 4, 2024)

> *"Saya sering kali mengamati akun Instagram @Saintdaddy terlebih lagi saat @Saintdaddy membuat karya bootleg, banyak postingan tentang bootleg yang ia buat dan menjadi target banyak orang."*(Chat with Ramdani, 4 September 2024)

Ramdani often observes @Saintdaddy's Instagram account, especially when @Saintdaddy makes bootleg works. According to Ramdani, many posts

about bootleg works made by @Saintdaddy have become the target of many people. These works have their charm and always attract the attention of their followers, including Ramdani, who is very interested in the creativity displayed through these bootleg works.

> "The plus point is the instagramable posts and must be improved to the stability of time and regularity in posting. I also think Saintdaddy's content is quite informative and the most interesting thing is the Instagram feed." (Chat with Ramdani, September 4, 2024)

> *"Point plus adalah postingan yang instagramable dan harus ditingkatkan ke stabilan waktu serta kerutinan dalam memposting. Konten Saintdaddy juga menurut saya sudah cukup informatif dan yang paling menarik adalah feed Instagramnya."* (Chat with Ramdani, September 4, 2024)

One of the biggest advantages of Saintdaddy is that the posts are highly instagrammable, visually appealing, and attention-grabbing. However, what needs to be improved is consistency in timing and regularity in uploading content. By maintaining a stable posting schedule, Saintdaddy can more easily reach the audience on a regular basis. In addition, the content presented is quite informative, providing a clear picture of the products sold. The most interesting thing is that their Instagram feed is organized and pleasant to look at.

> "I've been following @saintdaddy on Instagram since 2020 because of their always interesting selection of clothes, especially their vintage basketball and band t-shirts. Although I've never been to one of their events, I'm interested in attending if there's a collaboration event with Vintagearetheshit. I've been observing their posts quite a bit, and the short video content (reels) they create really catches my attention, because of the unique way they explain the concept of the vintage basketball and band t-

shirt models. Their Instagram feeds look interesting with cool products, but it would be better if the content was uploaded more often. Overall, @saintdaddy's IG posts are quite informative about the products they sell, with visuals that stand out and are different from other vintage clothing accounts." (Chat with Adinda, 5 September 2024)

"Saya sudah memfollow Instagram @saintdaddy sejak tahun 2020 karena pilihan bajunya yang selalu menarik, terutama kaos vintage basket dan bandnya. Meskipun saya belum pernah datang ke acara yang mereka buat, saya tertarik untuk hadir jika ada event kolaborasi dengan vintageareтheshit. Saya cukup mengamati postingan mereka, dan konten video pendek (reels) yang mereka buat sangat menarik perhatian saya, karena cara unik mereka dalam menjelaskan konsep model kaos vintage basket dan band tersebut. Feeds Instagram mereka terlihat menarik dengan produk yang keren, namun akan lebih baik jika kontennya lebih sering diunggah. Secara keseluruhan, postingan IG @saintdaddy sudah cukup informatif mengenai produk yang dijual, dengan visual yang menonjol dan berbeda dari akun vintage clothing lainnya." (Caht with Adinda, 5 September 2024)

CHAPTER 4
DISCUSSION

In this chapter, the author will discuss the digital marketing strategies used by Vintagearetheshit and Saintdaddy businesses on the Instagram platform, as well as analyses how they manage their business. This will discuss and analyze the three major discussions which are Segmentation, Targeting, and Positioning Theory by Philip Kotler, vintage clothing market of Vintagearetheshit and Saintdaddy, and Marketing Mix by Philip Kotler. In addition, the author would also provide suggestions so that they can be used as a reference for future research.

A. Digital Marketing Theory 4.0 by Kotler and Hermawan (2017)

Digital Marketing Theory 4.0 is a development of previous marketing theories that adapt to major changes in consumer behavior that are increasingly connected through digital technology. It focuses on how businesses can optimize their marketing in an increasingly connected and digitally saturated world. Here are some key principles of Digital Marketing Theory 4.0 that are particularly relevant to vintage fashion businesses such as VintageAreTheShit and Saintdaddy who use Instagram as their main marketing platform.

1. Connected Consumer

   The connected consumer is one of the key concepts in Marketing 4.0, where consumers now not only connect with brands through traditional media, but also through various digital platforms and social media. Vintagearetheshit and Saintdaddy are examples of businesses that are well aware of the importance of this consumer connectedness. Both use Instagram to not only market their products but also to interact directly with their audience. Through Instagram Stories, Instagram Live, and Instagram Shopping, they provide a more interactive and personalized experience for their followers.

   Essentially, digital marketing 4.0 recognizes that today's consumers are more active and more connected to the brands they love, and businesses need to leverage digital platforms to create a two-way relationship with consumers. Vintagearetheshit uses features like Instagram Live to conduct live broadcasts

that allow for direct interaction with the audience, while Saintdaddy utilizes Instagram Stories to share more personalized stories of their products and engage followers in conversation.

2. Integrated Customer Experience

    In Marketing 4.0, Kotler and Hermawan also emphasize the importance of creating an integrated consumer experience, where every touch point between consumers and brands must run seamlessly and harmoniously. Digital marketing 4.0 requires businesses to provide a connected shopping experience between online and offline.

    Vintagearetheshit applies this principle very well. They don't just sell products through Instagram, but they create a more holistic consumer experience. They utilize Instagram Shopping to allow consumers to purchase products directly from the Instagram platform without having to switch apps. They also optimize the use of Instagram Stories to show behind-the-scenes and introduce products in a more personalized manner, making the shopping experience not just about the transaction, but also about engaging in the brand story.

    Saintdaddy, while not as big as Vintagearetheshit in terms of their use of digital features, also creates an integrated experience with the way they tell the stories behind their products through their Instagram feed and Stories. Although they don't use Instagram Shopping as much as Vintagearetheshit, they still maintain a relationship with their followers with a simpler yet connected approach. This experience emphasizes storytelling and the value of sustainability which resonates strongly with their audience.

3. Value-Based Marketing

    Marketing 4.0 also promotes value-based marketing, which emphasizes the social and sustainability values that brands have, and not just the products they sell. In the world of digital marketing, consumers are not only looking for quality products, but they also want to participate in something bigger-for example, a cause or social value that they believe in.

Both businesses, Vintagearetheshit and Saintdaddy, heavily emphasize sustainability in their marketing. Vintagearetheshit actively educates their audience about fashion upcycling and the importance of choosing eco-friendly products. They use Instagram to share content that introduces their product creation process that emphasizes sustainability and ethics in fashion.

Saintdaddy also carries a similar concept, but with a simpler approach. They focus more on brand storytelling and the personal stories behind their products. Every Instagram post they upload emphasizes the value of sustainability and how their products are made in a more environmentally responsible way. Although they use fewer big campaigns than Vintagearetheshit, they still manage to convey the value of sustainability that is at the core of their brand.

4. Influencer Marketing dan Social Proof

One of the important elements in Marketing 4.0 is influencer marketing and social proof. In digital marketing 4.0, consumers trust recommendations from influencers or people they follow more than just listening to direct messages from brands. Kotler and Hermawan (2017) explain that influencers can act as catalysts in building social proof, which then strengthens consumer trust in brands.

Vintagearetheshit utilizes relevant influencers in the field of sustainable fashion to introduce their products to a wider audience. These influencers help Vintagearetheshit build social trust and provide social proof that their products are quality and support the sustainability movement. They use Instagram to introduce new collections and utilize the influence of influencers to strengthen their brand credibility.

Meanwhile, Saintdaddy, although relying more on an organic approach, still strengthens their social proof through consumer testimonials and real-life experiences. Although they don't really engage with big influencers, they manage to create credibility through authentic stories and direct engagement with their followers.

5. Social Media as a Key Marketing Tool

In Marketing 4.0, Kotler and Hermawan emphasize that social media is one of the main marketing tools in the digital world. Marketing through social media platforms such as Instagram allows brands to interact directly with consumers and create a two-way relationship. It also gives brands the opportunity to convey their values more effectively, which is especially important in the context of marketing vintage fashion products that emphasize sustainability.

Vintagearetheshit and Saintdaddy understand the potential that Instagram offers as a marketing platform. Vintagearetheshit uses Instagram to build community, introduce products, and increase brand awareness with interactive content. Meanwhile, Saintdaddy utilizes Instagram feed and Stories to introduce their products more organically and tell their sustainability story.

B. 7P Theory in Marketing by E. Jerome McCarthy

The Marketing Mix that Vintagearetheshit and Saintdaddy employed may be examined using the 7P theory by E. Jerome McCarthy (1960), which encompasses several crucial aspects of contemporary marketing. In this case, both companies have demonstrated a strong understanding of how to integrate various components of the marketing mix to achieve their objectives.

1. Vintagearetheshit

a. Product

Vintagearetheshit provides distinctive and premium vintage items that fulfill fashion requirements and enhance value via the historical significance and narratives of each piece. The product selection is conducted attentively, taking into account market trends and individual tastes, so enhancing the authenticity and originality of the offerings. Vintagearetheshit caters to millennials and Gen Z consumers by highlighting the exceptional quality of vintage products, which they desire for their premium durability and nostalgic value.

Alongside curating an outstanding assortment, Vintagearetheshit cultivates a network of individuals united by their enthusiasm for vintage fashion and sustainable buying. The brand aggressively interacts with its audience via social media and live Instagram, prompting customers to express their personal experiences and connections to the products they acquire. This interactive strategy cultivates a devoted customer base and fosters a profound emotional connection between consumers and the brand, rendering each purchase a significant aspect of their fashion experience.

b. Price

Vintagearetheshit employs a multifaceted pricing strategy, providing a spectrum of products that includes both economical and premium options. This strategy guarantees accessibility for consumers from many income strata while consistently prioritizing quality and authenticity. The pricing denotes each item's rarity and historical importance, augmenting the exclusivity and prestige intrinsic to vintage products.

Besides its diverse pricing strategy, Vintagearetheshit is dedicated to delivering value by meticulously curating items that combine style and durability. Every purchase, irrespective of price, constitutes an investment in fashion history, appealing to both budget-conscious consumers and collectors in pursuit of timeless, high-quality pieces.

c. Promotion

Vintagearetheshit mixes and promotes its offerings through social media networks, including Instagram, using Instagram Stories, IGTV, and Instagram Shopping to showcase products to potential customers. The company participates in retro-cultural activities to raise awareness and gather information about market trends, allowing it to modify marketing tactics to address sought- after needs.

Vintagearetheshit boosts its effectiveness by improving the apps to attract advertising customers through Instagram ads, making them specific but broader. Thanks to sociodemographic and psychographic information about users, they can showcase online “retro fashion” product ads to people inclined

to this style. They also cooperate with influencers who place significant weight on vintage clothing, making the brand even more appealing. Vintagearetheshit uses this mixture of online tools to considerably increase the effectiveness of the customer-business relationship management system and the sales volume.

d. Place

Vintagearetheshit uses online platforms like Instagram for marketing and Shopee for secure transactions, providing consumers with convenient purchasing options. The brand employs direct bank transfers and local expedition services for domestic shipments while offering PayPal and international shipping options for foreign customers, ensuring secure and efficient transactions across all markets.

Despite working alone, Vintagearetheshit effectively manages all aspects of the business, from handling customer inquiries and feedback to managing social media engagement and promotions. By personally responding to messages and comments, the brand builds strong relationships with its audience, fostering a loyal customer base. This hands-on approach allows Vintagearetheshit to maintain a personal touch, setting it apart in the competitive vintage fashion market, both locally and internationally.

e. People

The proprietor of Vintagearetheshit possesses extensive expertise in vintage merchandise and maintains a strong rapport with customers, fostering trust and loyalty. Emphasizing a deep understanding of customer needs and preferences, they can innovate and offer appealing products, ensuring positive interactions and long-term growth.

To further enhance the brand's reputation, the proprietor actively participates in vintage fairs and online communities, where they share their knowledge and passion for vintage fashion. This involvement helps them stay updated on the latest trends and allows them to connect with like-minded individuals, broadening their network. By continuously learning and engaging with the vintage community, Vintagearetheshit stays at the forefront of the

market, offering unique and high-quality products that resonate with its customers.

f. Process

Vintagearetheshit ensures that each item meets precise quality and design standards through a meticulous sourcing process from various channels, including markets, online marketplaces, and salvage stores. Additionally, the brand simplifies communication and transactions via social media platforms, enhancing the consumer experience and facilitating purchasing.

To further enrich the buying journey, Vintagearetheshit offers personalized customer service, handling each inquiry with care and attention to detail. Whether assisting customers in selecting the perfect vintage piece or providing additional information about an item's history, the brand's commitment to exceptional service ensures that every interaction is as valuable as the products. This dedication to customer satisfaction helps foster a loyal customer base that appreciates both the quality of the goods and the overall shopping experience.

g. Physical Evidence

Vintagearetheshit provides tangible proof of authenticity through the distinct fabrics, stitching, tags, and overall condition of their vintage items. Original tags and distinctive stitching indicate genuine vintage quality, supporting the brand's claims and fostering consumer confidence.

Beyond the physical attributes, Vintagearetheshit also offers detailed product descriptions and background stories for each item, allowing customers to understand the historical context and significance of their purchase. This transparency reinforces the authenticity of the products. It creates a deeper connection between the customer and the item, transforming each purchase into a meaningful experience rooted in history and craftsmanship.

2. Saintdaddy

a. Product

Saintdaddy offers vintage items with significant historical and collector value, such as band t-shirts and basketball jerseys, catering to consumers desire to own unique and valuable collectables. The brand meticulously

curates its

selection to ensure authenticity and originality, emphasizing the historical significance of the items offered.

In addition to offering products, Saintdaddy is committed to creating a space for vintage enthusiasts and collectors who appreciate each item's cultural and historical value. Through interactions on social media and exclusive events, they strengthen relationships with their audience, providing opportunities for customers to delve deeper into the stories behind each item. This strengthens the brand's identity and adds emotional value to each purchase, making each item more than just a product but a piece of history with its own story.

b. Price

Saintdaddy pricing strategy reflects its products rarity and collectible value the brand often prices items at a premium to emphasize exclusivity and prestige. By explicitly targeting collectors and enthusiasts willing to invest in high-value vintage items, Saintdaddy ensures that its pricing aligns with the perceived value of these unique collectibles.

In addition to premium pricing, Saintdaddy leverages limited availability and scarcity to further enhance its products' desirability. By offering only a select number of items, the brand creates a sense of urgency and competition among buyers, increasing demand. This strategy reinforces the notion of exclusivity and positions Saintdaddy as a purveyor of truly one-of-a-kind pieces, making each purchase a coveted acquisition in the eyes of discerning collectors.

c. Promotion

Saintdaddy uses Instagram as an essential promotional tool, leveraging Instagram Ads and participating in events to enhance brand visibility and engagement with their target audience. The brand actively engages in events related to vintage culture, which helps strengthen brand recognition and adapt its marketing strategies to current trends.

Furthermore, Saintdaddy curates visually appealing content that resonates with its followers, showcasing the unique features of its products and the stories behind them. By consistently sharing high-quality images and engaging posts,

the brand extends its reach and builds credibility within the community. This approach drives traffic to their online store and fosters a loyal following that eagerly anticipates new releases and exclusive drops.

d. Place

Saintdaddy markets and sells its products through Instagram and Shopee, providing consumers with convenient platforms for purchasing. The brand ensures efficient product delivery through both local and international shipping options, including PayPal for secure transactions, thereby enhancing market penetration and customer satisfaction.

e. People

Saintdaddy proprietors have deep knowledge of the vintage industry and build strong relationships with customers, ensuring a high level of service and trust. The brand focuses on understanding customer preferences and maintaining high product quality, contributing to a positive reputation and supporting long-term growth.

f. Process

Saintdaddy maintains the integrity of its vintage products throughout the process by ensuring safe shipping and careful packaging. The brand also utilizes social media platforms to facilitate communication and transactions, enhancing the consumer experience.

g. Physical Evidence

Saintdaddy emphasizes the tangible components of its products, such as unique fabrics, stitching, and tags, which serve as proof of authenticity and quality. The brand carefully presents these items as rare and valuable collectibles, reinforcing its commitment to offering exceptional products.

In addition to highlighting the physical aspects, Saintdaddy shares the stories behind each item, adding depth and context to its offerings. By providing background information on the products' origins and history, the brand educates its customers and deepens their connection to the items they purchase. This narrative approach transforms each product into more than just clothing. It becomes a cherished artifact with a unique historical place.

All things considered, Vintagearetheshit and Saintdaddy use of the marketing mix strategy shows a thorough comprehension of the significance of each component in attaining marketing success. These companies have been able to stay current and competitive in the expanding vintage clothes market by utilizing E. Jerome McCarthy.

Table 3.1 Element of 7 P Theory by E. Jerome McCarthy

No	Element	Vintagearetheshit	Saintdaddy
1.	Product	Vintagearetheshit offers high-quality vintage products with historical stories, appealing to millennials and Gen Z who value authenticity and nostalgia.	Saintdaddy offers vintage collections with historical and cultural value, creating a community of enthusiasts through social media and events.
2.	Price	Employs a diverse pricing strategy, emphasizing quality and authenticity, ranging from affordable to premium items based on historical value.	Premium pricing reflects rarity and collectible value, with scarcity enhancing exclusivity.
3.	Promotion	Promotes through Instagram and influencers, participating in vintage events to expand reach and audience engagement.	Promotes via Instagram Ads and vintage events, using visually appealing content to boost brand recognition.
4.	Place	Markets via Instagram and Shopee, offering local and international payment options with customer service directly managed.	Products are sold through Instagram and Shopee with secure and efficient local and international shipping options.

5.	People	The owner has deep knowledge of vintage items and builds strong relationships with customers through active community involvement.	The owners have deep knowledge of vintage, building strong customer relationships for long-term growth.
6.	Process	Sourcing is done meticulously to ensure high quality, with personalized customer service enriching the buying experience.	Ensures secure packaging and shipping, with social media facilitating communication and transactions.
7.	Physical Evidence	Authenticity is proven through materials, stitching, and labels, with descriptions that strengthen the customer connection.	Highlights fabrics, stitching, and product stories to strengthen customer connections.

A. Comparison with 2 International Journals

The first study, "The Influence of Social Media Marketing Activities on Brand Love and Purchase Intention in Local Fashion Brands," analyzes how social media marketing activities affect consumers' emotional attachment to brands. This research aims to understand the influence of these factors on purchase intention and consumer loyalty, emphasizing the role of influencers and e-WOM in creating emotional connections. The methodology used was an online survey and interviews, with analysis using the Partial Least Squares (PLS) method.

This research will focus on how both businesses utilize Instagram to attract consumers and explore how Instagram can sustainably support community engagement. The method applied is a qualitative case study, with data collected through interviews and Instagram account analysis. The object of analysis is a vintage brand that uses Instagram to attract consumer attention. While both studies

highlighted using Instagram as a marketing tool, the former emphasized the emotional aspect and brand-consumer relationship. At the same time, the latter focused more on sustainability and the value of vintage products.

The second study, “The Impact of Content Marketing on Customer Engagement,” highlights the impact of content marketing on customer engagement across various digital platforms. In contrast, my study, “Digital Marketing Strategies on Instagram Vintageareteshit and Saintdaddy Businesses,” analyzes the effectiveness of digital marketing strategies on Instagram, specifically for vintage clothing businesses.

A content analysis of both studies shows that the former emphasizes content marketing theories more. At the same time, the latter focuses on case studies of two businesses with a qualitative descriptive approach. The object of the first study covered various digital marketing platforms, while the second study was limited to Instagram as the primary medium.

Although both studies have the same objective: to explore digital marketing strategies, the methodologies used differ. The first study adopted a quantitative approach with a customer survey, while the second study applied qualitative methods through in-depth interviews with business owners. The first study aimed to measure customer engagement through marketing content, while the second study emphasized how digital marketing strategies impact the sales of vintage products.

On the other hand, the previous research on which these two studies are based also shows differences in approach. The first study compared general marketing strategies, while the second study focused more on using Instagram as the leading platform for promotion.

CHAPTER 5 CONCLUSION

This chapter concludes with an explanation of how to use Instagram as an efficient marketing medium for vintage sales. Additionally, suggestions are provided for future research reference.

A. Summary

In Chapter 5, we will discuss the conclusions obtained from the research regarding the digital marketing strategies implemented by two vintage clothing businesses in Indonesia, namely Vintagearetheshit and Saintdaddy, which utilize Instagram as the main platform. The research focuses on analyzing how the two businesses implement relevant marketing theories, such as Marketing 4.0 by Kotler and Hermawan as well as E. Jerome McCarthy's 7P theory, to achieve their marketing goals and reach the appropriate audience.

Based on the research findings, Vintagearetheshit implements a more inclusive and social value-based marketing strategy. They target a broad market segment of individuals aged 20 to 50 who are interested in classic aesthetics and environmental sustainability, and reach out to international markets. This is in line with the principles of Marketing 4.0, which emphasizes customer engagement and creating broader social value through digitization and personalization. On the other hand, Saintdaddy focuses more on specific niche segments, namely basketball memorabilia enthusiasts and band t-shirt collectors, who value the historical value of the products as well as the potential resale value. This approach reflects the application of Marketing 4.0 theory that focuses on deep segmentation and building more personalized relationships with customers.

In terms of marketing strategy, both businesses apply the 7P theory developed by E. Jerome McCarthy. Vintagearetheshit excels with vintage products that have historical value and maintained quality. They use a promotional strategy that involves international events such as Bins Culture and live streaming Nike Nights to attract a global audience. Meanwhile, Saintdaddy prioritizes products with high collectible value, such as band t- shirts and sports memorabilia. They sell products at premium

prices based on rarity and condition, and promote their products through Instagram ads and participation in vintage

events. Both businesses have successfully optimized the use of Instagram to reach the right audience in a way that suits the characteristics of their respective products and audiences.

B. Research limitations

a. The interview technique in this study conducted rapidly with a small population sample.

C. Recommendation

Recommendations for future researchers:

a. Future researchers should conduct interviews with more than two subjects, ideally including three or more, to achieve more comprehensive results..
b. Future researchers should further explore digital marketing management in the vintage business sector.

Future research should examine multiple digital platforms, rather than focusing solely on one.

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