

Marketing Promotion Strategy @Denn Markett in Increasing Thrifting Product Sales

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ABSTRACT

Objective: This study investigates the marketing promotion strategies employed by @Denn Market to enhance sales of thrifting products in response to the growing fashion trend, focusing on the role of digital media in shaping consumer behavior. **Method:** Using a qualitative approach, the study utilized in-depth interviews and observations to analyze the effectiveness of promotional strategies through social media platforms, specifically Instagram and TikTok. **Results:** The findings reveal that @Denn Market's use of viral marketing, influencer collaborations, and visually appealing content significantly boosted consumer engagement and sales. Additionally, these strategies helped strengthen brand image and customer trust. However, challenges such as government regulations on used clothing imports and negative consumer perceptions were identified as obstacles. **Novelty:** This study highlights the importance of creative and adaptive digital marketing strategies in maintaining the competitiveness of thrifting businesses. It contributes to understanding how digital promotion can drive sustainable growth in the fashion industry, offering insights for businesses navigating the evolving landscape of consumer behavior and market competition.

INTRODUCTION

The fashion industry has undergone significant changes in the world of young people who are crazy about looking for clothes or fashion in recent years. One development that is worth noting is the increasing focus on sustainability and smarter consumption. In this context, thrifting or shopping for secondhand goods has emerged as an attractive alternative for consumers who seek unique styles while also caring about environmental impact. The thrifting trend is not only developing in developed countries, but interest in it is also increasing in Indonesia, especially among young people [1]. The rapid development of the fashion industry today has become a hot topic among the public, who always want to know the latest trends. The emergence of various international brands has increasingly encouraged fashion fans to strive to look attractive, even many teenagers have managed to keep up with the rapid changes in fashion trends. Therefore, the thrifting phenomenon has emerged as an attractive solution for those who want to look stylish and fashionable without having to spend a lot of money [2].

Buying and selling used clothing or goods that are still in good condition is an interesting activity called "thrifting". These used clothes are usually brought from countries such as Singapore, Korea, and Malaysia. The thrifting phenomenon provides a great opportunity for business actors, including Den Market, a shop that focuses on selling quality thrifting clothes. @Den Market offers a variety of product choices that are not only affordable but also have quality clothing brands. However, amidst increasing

levels of competition, the success of a thrifting business depends not only on the type of products sold, but also on the ability to create and implement the right promotional strategy [3].

With the rapid growth of internet usage, businesses using the social media platform Instagram for promotions are experiencing positive benefits, including increased revenue over time. However, this success also depends on the user's ability to manage their business account. The role of promotion is very important in communicating with individuals, groups, or organizations. Promotion helps facilitate exchange by encouraging certain parties to accept or purchase products offered by an organization [4].

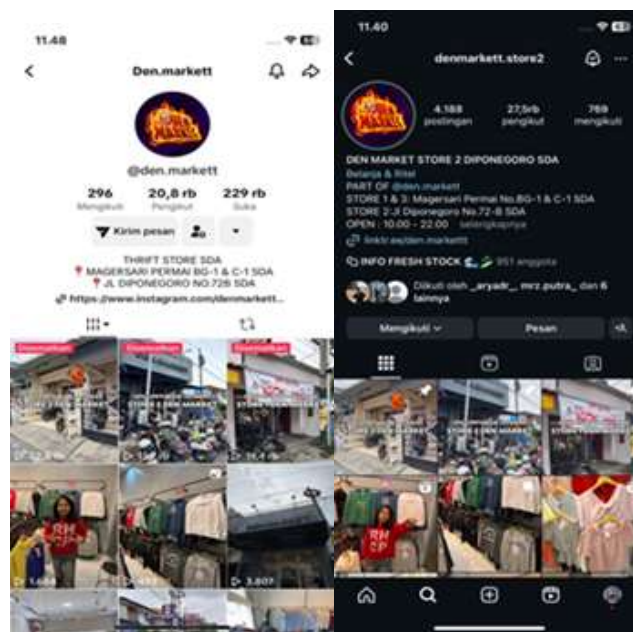


Figure 1 & 2. Social media TikTok and Instagram @den market

The owner of the @den.market account, who uses social media platforms like Instagram to inform customers about thrifting fashion products, leverages the use of social media platforms like Instagram to inform customers about thrifting fashion products. With 27.5 thousand followers on Instagram and 20.8 thousand on TikTok, leveraging available features to clearly convey product information to followers and buyers is a crucial step in increasing sales. Instagram Stories and Reels allow for the effective use of various platform features, such as uploading product photos or videos with engaging captions. To attract consumers' attention and make a purchase, a positive brand image is necessary. Researchers want to know how strategies. Marketing is used in public relations. PR marketing is a combination of marketing strategy, program implementation, and public relations activities. To implement it, Harris said that there are three important strategies to consider. This Three-Way Strategy aims to cultivate positive public opinion and create a good image [5].

Strategy is a comprehensive and coordinated plan that links a company's strategic advantages with environmental challenges. The purpose of this plan is to ensure that the

company's main objectives are achieved through efficient implementation by the company. One approach to improving a company's products is through promotion. Promotion is an important way to convey information and convince the market about the company's latest goods and services. Promotion can be done in various ways, such as advertising, personal selling, sales promotions, and publications. With effective promotion, businesses can develop and grow optimally, it is important for them to anticipate changes in an increasingly competitive economy. This can be done by implementing the right strategy which is very important to increase competitiveness, as well as formulating an effective promotional strategy to encourage increased company sales [6].

Modern marketing does not only focus on transactional aspects, namely selling products or services, but also on developing long-term relationships with customers. Therefore, marketing today often involves the concept of relationship marketing, where companies seek to build customer trust, satisfaction and loyalty by providing consistent value [7].

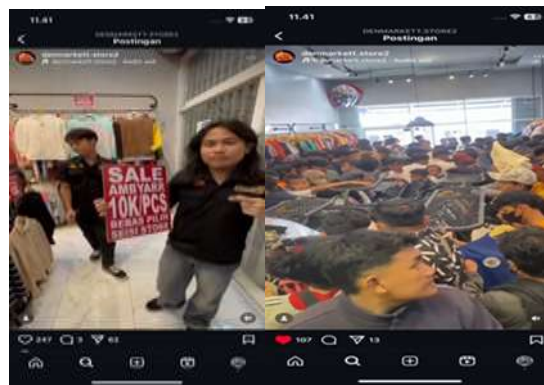


Figure 3 & 4. Promotional content @den market and the atmosphere of visitors inside den market

By posting promotional video reels, consumers are made aware of the information provided by the account, thus encouraging consumers to come and buy the product. Online promotion, also known as Digital marketing refers to promotional and marketing activities conducted through the internet and digital platforms. With the increasing use of the internet and a strong online presence, online promotion has become a crucial part of the marketing strategies of various companies. Through online promotion, business actors gain convenience, and internet users often find more opportunities due to the larger target audience that can be reached, so their businesses become better known to the public by utilizing various social media. Digital marketing has revolutionized the way businesses operate, influencing consumer behavior, company structure, marketing approaches, and competitive capacity. It has also significantly influenced the way information is accessed and interactions are determined, influencing the birth of various new marketing technologies [8]. Marketing strategy plays a vital role in building a store's image, attracting new customers, and maintaining the loyalty of existing customers. In an increasingly digitally connected world, an innovative marketing approach is key to

standing out in the market. @Den Market needs to utilize various channels, both online and offline, to reach its target audience. By utilizing social media, TikTok, Instagram, @Den Market can create a unique and relevant shopping experience for its consumers [9].

In order to formulate strategic steps that are in line with the company's vision to maximize profits by utilizing existing potential and capabilities, Marketing is one of the methods that must be used. Companies must pay attention to important aspects of marketing to be successful, but also other areas such as production, human resources, and finance. In marketing, it is very important to meet customer needs and desires through an effective exchange process, which can be considered an indicator of marketing success. To ensure that this exchange process is in line with company goals, implementing promotional activities is very important. The purpose of promotion is to make the product offered widely known, attract consumers' attention, and encourage them to immediately make a decision to buy. In the context of marketing management, promotion has a crucial role as a means of communication between the company and consumers. With this communication, it is hoped that consumers will provide a positive response to the product offered, thus making it easier for the company to achieve its goals, especially in increasing sales volume [10].

In the market, the first challenge faced in this promotional strategy is to understand the mission and objectives to be achieved. Whether the goal is to increase consumer awareness, explore potential, or Revenue, or increasing sales, and so on. This process must be carried out gradually, starting with product introduction and convincing customers of its quality. If many consumers know and trust the products we offer, sales will increase and market share will be easier to capture. The second challenge is that companies need to shift their mindset before formulating promotional messages. Furthermore, it's important to consider consumer characteristics, including their culture, psychology, and general behavior. This emphasizes that consumers shouldn't be viewed as a single entity. What's important to remember is that effective promotions can encourage consumers to learn about the products we offer.

Indonesia is one of the countries with a significant level of fashion consumption, driven by a large young population and increasing access to global information. However, the fast fashion trend that has dominated the market for years has given rise to various problems, such as excessive textile waste and significant environmental impact. In this context, thrifting is a relevant solution to support a more sustainable lifestyle.

The second-hand goods market in Indonesia shows consistent growth. @Den Market has emerged as one of the industry players capitalizing on this opportunity. With a modern concept, @Den Market strives to create a secondhand shopping experience comparable to that of a conventional fashion store. However, like any other business, @Den Market faces challenges, including competition from local and international players and rapidly changing consumer preferences. Regulation of the Minister of Trade of the Republic of Indonesia Number 18 of 2021 and Regulation of the Minister of Trade of the Republic of Indonesia Number 40 of 2022, respectively, regulates prohibited goods

for export and import, reinforcing the ban on imports of used clothing. However, this ban has not dampened the enthusiasm of fashion lovers and business people to continue using and selling used clothing, which has become part of a growing trend. In August 2022, the Ministry of Trade, along with Customs and Excise, took decisive action by destroying 750 bales of clothing. Consumers no longer view secondhand goods as lacking value; instead, they see them as a way to find unique items, save money, and contribute to environmental conservation. Thrifting is also fueled by the growing popularity of social media platforms like Instagram and TikTok, where many influencers promote the thrifty lifestyle as cool and fashionable [11].

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In addition, Article 8 paragraph (2) of Law Number 8 of 1999 concerning Consumer Protection also prohibits the sale of used clothing, stating: "Business actors are prohibited from trading damaged, defective, or used goods, as well as contaminated goods without providing complete and accurate information about the goods." Businesses began to look for other ways to market their products after the regulation prohibiting the sale of used clothing was implemented. One way is by visiting second-hand clothing markets or shopping centers. These used clothes are then reprocessed to meet good quality standards, even though they are still not new goods.

In an economic context, the increase in the sale of illegally imported goods can negatively impact local businesses, particularly those classified as Micro, Small, and Medium Enterprises. They often face challenges due to the availability of illegally imported goods sold at lower prices than local products that comply with applicable standards and tax obligations. This can lead to decreased income and competitiveness for

local businesses, and can even trigger business closures, which in turn impact unemployment rates and economic growth. The decline in demand for domestic products can slow the development of the creative industry sector, especially in the fashion sector. The increasing popularity of second-hand clothing also has the potential to hinder the growth and development of the fashion industry and the local creative sector [12].

Despite its significant potential, the thrifting industry in Indonesia is not free from various challenges. Some of the main problems faced by @Den Market include Fierce Competition: The large number of thrifting business players, both individuals and large companies, further intensifies competition. To be able to compete, @Den Market needs to have a clear competitive advantage, both in terms of products, prices, and services. Den Market faces a number of challenges in the thrifting industry, including negative perceptions of used goods, the need to adapting to digital technology and rapidly changing trends. To overcome these challenges, implementing an effective marketing strategy is crucial

Leveraging social media platforms like Instagram, TikTok, and Facebook is key to strengthening your brand and attracting consumers, especially younger generations. Creative and authentic content will increase brand appeal and expand your market reach. Furthermore, discount offers, such as buy-one-get-one-free promotions, can create a more engaging shopping experience for both new and loyal customers. @Den Market can also adopt datadriven marketing to gain a deeper understanding of customer preferences. By analyzing data, the company can identify the most popular products, determine the right promotional timing, and formulate more effective pricing strategies. With this approach, @Den Market can continue to grow and maintain its relevance in the ever-changing thrifting industry. The development of internet and mobile phone technology is unstoppable, with the latest innovations, social media is also developing rapidly, accessing social media can be done easily done anywhere and anytime using a mobile phone [13].

According to Ahmad Kamili, Farida Yulianti, and Syahrani in their research entitled "Analysis of Promotional Strategies to Increase Sales at PT. (2024) United Mobil International in Banjarmasin" Analyzing the promotional strategy of PT. United Mobil International Banjarmasin in an effort to increase sales, a number of findings indicate that the approaches taken, such as advertising, personal selling, and publications, have not yet achieved optimal results. Therefore, the company needs to utilize digital media more widely, improve the quality of the personal sales team, and expand the scope of advertising. These steps are expected to be more effective in attracting consumer interest and increasing competitiveness in the market. A study written by Belqis Destinola Maritza, "Digital Marketing Strategy for Thrift Clothing Businesses (account @spezialmbois" in 2024) shows that Instagram is a very effective platform for marketing communications. Previous research has reviewed how Instagram is used to build personal branding, influence purchasing decisions, and increase customer engagement through attractive features such as visual posts, stories, evocative captions, and

giveaways. The Circular Model of Some is often used to analyze various aspects, such as sharing, management, engagement, and optimization in digital marketing strategies. This is very relevant to understanding the effectiveness of social media marketing in a business context, including thrift shops.

This research aims to analyze in-depth marketing strategies that @Den Market can implement to increase sales. The discussion will cover various marketing approaches, from digital to offline strategies, and how each strategy can be practically implemented. By understanding and implementing these strategies, @Den Market is expected to not only be competitive in the market but also become a pioneer in advancing the thrifting industry in Indonesia.

The approach discussed in this article is expected to provide comprehensive guidance for @Den Market and other businesses seeking to improve their competitiveness in the thrifting industry. Therefore, this article is relevant not only to @Den Market but also to the entire secondhand fashion industry ecosystem in Indonesia.

Promotional activities carried out through social media are closely related to marketing communications. In general, digital marketing communications is a promotional process that utilizes digital platforms on the internet, such as websites, social media, email, databases, and digital television. Marketing communications are crucial for reaching consumers and understanding their profiles, behaviors, product values, and loyalty. This is crucial for businesses and companies to influence and attract consumer interest in the products or brands they offer. Therefore, the marketing concept rests on four pillars, namely: target market, customer needs, integrated marketing, and profitability [14].

Developing an effective promotional strategy utilizing social media is crucial. Promotion has three main goals: providing information, influencing, and reminding consumers of the company and the products being sold. With a promotion-focused marketing approach, social media can help achieve these goals. Social media offers numerous features that help marketing communication strategies work effectively. The use of promotional features must be in line with the established targets so that the promotional message is well-received both by audiences and consumers [15].

Promotions help businesses connect with customers or users. The success of promotional activities is not only determined by the size of the allocated budget, but more so by the company's ability to convey the message it wants to convey. This message must be well-received by consumers and meet the company's expectations. Therefore, it is crucial for businesses to pay attention to various factors that can influence how effective their marketing plans are [16]. To develop a business, one of the factors needed is mature and reliable marketing activities, because in entrepreneurship there needs to be Creativity and innovation when marketing a product or service from a business. Without mature and reliable marketing, a business can fail, especially in the current Industrial era and towards the Society era, where all lines have begun to transform from conventional to digital. To develop a business, one of the factors needed is mature and reliable marketing activities, because in entrepreneurship there needs to be Creativity and

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According to Jeffrey Rayport, viral marketing theory in 1996 Viral Marketing is one approach in marketing strategy that utilizes the speed and wide reach of digital media. This concept is an innovative method that mimics the pattern of viral spread in delivering messages exponentially to the audience. Rayport defines it as a method of spreading marketing messages through social networks, aiming to create a rapid and widespread chain effect. In this context, the term "viral" describes a way of spreading messages that is similar to a viral infection, where one individual can influence many people around them. The messages delivered are usually designed to be interesting, relevant, and easy for the audience to share [18].

RESEARCH METHOD

This study uses a qualitative approach that focuses on the implementation of marketing promotion strategies implemented by Thrifting @Den Markt to increase its sales. Through this approach, it is hoped that This study aims to gain a deeper understanding of the dynamics at @Den Markt, including the challenges faced, the strategies used, and their impact on sales. The study included observations of @Den Markt's marketing activities on social media platforms such as Instagram and TikTok, which are a key part of their digital strategy. Subjects included @Den Markt managers and customers. Managers served as the primary source of information regarding the strategies implemented, while customers, both regular and new, provided perspectives on the effectiveness of these strategies from a consumer perspective. To obtain comprehensive data, this study employed three primary methods in the data collection process: in-depth interviews and observations. In-depth interviews were conducted with managers, staff, and customers. The goal was to gather information about the various marketing strategies implemented, from the use of social media to special discount promotions. Observations were conducted to directly observe marketing activities, both in physical stores and on platforms online, to understand how the strategy is executed in practice. Documentation was used to collect data in the form of sales reports, promotional materials, social media posts, and other relevant data. Data validation was carried out through triangulation, namely by comparing the results of interviews, observations, and documentation, as well as through member checking by asking respondents for confirmation regarding the results of data interpretation. The data obtained was analyzed thematically, starting with data reduction to filter relevant information, continuing with grouping data based on certain themes such as digital and offline strategies, and ending with drawing conclusions to formulate the most effective marketing strategy. The purpose of this study is to identify and evaluate the most effective promotional strategies for Thrifting @Den Markt in increasing sales. This study also aims to provide insight into how marketing strategies can be optimally implemented in the context of the

thrifting business in Indonesia. With the results of this study, it is hoped that Thrifting Den Market can increase its competitiveness amidst intense competition, while also providing guidance for other business actors in advancing the thrifting industry in Indonesia.

RESULTS AND DISCUSSION

Results

After outlining the background of the research, the theories that have confirmed the research, and the research methods used, this chapter presents the research results. The research results will be described based on the results of interviews, observations and documentation. The discussion in this chapter can be through the results of data collection from documentation studies, observations, interviews with informants needed in the research, as well as discussions focused on the problem being studied. In this chapter of research results and discussion, will describe various things regarding the results of interviews in March 2025 conducted by @DenMarkett and Den Market consumers in Sidoarjo related to the Implementation of @DenMarkett Marketing Promotions in Increasing Thrifting Product Sales

For the analysis stage carried out by the author is to create a list of interview questions, data collection, data analysis conducted by the author himself. To determine the Implementation of Marketing Promotion @Den Markett In Increasing Sales of Thrifting Products. Interviews conducted by the researcher were carried out in stages over a period of March 2025. The results of this study were obtained through in-depth interview techniques with managers and consumers as a form of data collection and observation which the researcher then analyzed.

Interview results revealed that @Den Market implements a digital marketing strategy. @Den Market chose Instagram and TikTok as its marketing channels their marketing. These two platforms were chosen because of their ability to create high engagement, especially among young people. The use of visual content such as reels on Instagram and short videos on TikTok allows them to quickly reach a wide audience through the very popular FYP feature. In an interview, Deni, the manager, revealed that "we use Instagram and Tiktok the most, both of which are very widely used, especially among young people", which explains the reasons for choosing these two platforms as their promotional media.

In addition to using social media, @Den Market also collaborates with influencers or content creators as part of their marketing strategy. They collaborated with @raflimagss and @yuskymboiss to expand their promotional reach so that the message delivered can be delivered more uniquely and credibly to potential buyers. Collaborating with these influencers not only increases brand awareness but also has a direct impact on increasing the number of visits to the store and product sales. "We collaborate with influencers or content creators to help create content to spread information about ongoing promotions, which results in increased purchases," said Deni, manager of Den Market.et

In an effort to promote product quality, @Den Market emphasizes the importance of visual presentation. They rely on high-quality photos and videos to showcase detailed product conditions. Through these photos and videos, customers can clearly see the product before deciding to purchase. The combination of attractive visuals and detailed explanations through captions has proven effective in providing an accurate picture of the thrifting products they offer. "We display quality products clearly and provide item details through captions. So consumers know the product they are buying," said Deni, the manager of Den Market.

Clarity of information is also a key value of @Den Market. "We always include complete information in every post, such as prices, stock, and current promotions," said Den Market manager Deni. This not only makes it easier for potential buyers to learn about the product but also increases consumer confidence. This ensures consumers feel satisfied and receive clear information

Equally important, the marketing strategy implemented by @Den Market has succeeded in creating a positive impact on social media. Den Market Manager Deni said, "It's very successful, many customers repost our content and recommend Den Market to their friends, especially when there are promotions going on." Customers not only enjoy the products, but they also share their experiences and recommend them to their friends, especially when a big promotion is held. This activity has the effect of expanding the reach even further

Overall, @Den Market's marketing strategy presents an approach that not only focuses on visual aspects but also builds trust with customers. With the right use of social media, collaboration with influential influencers, and the presentation of informative visual content, @Den Market has succeeded in creating a strong online presence. The results are clearly visible in the increase in high engagement and significant sales

Based on interviews conducted with Den Market customers in Sidoarjo, it was found that social media plays a very important role in introducing the store to consumers. Most consumers first learned about @Den Market from the TikTok and Instagram platforms that actively promote their products through interesting content. One customer revealed that he learned about Den Market from TikTok posts that appeared on the For You Page (FYP). He said, "I know Den Market from TikTok, because it often appears on FYP," said Arya. This shows that the strategy of utilizing the TikTok algorithm by @Den Market has worked well to reach new consumers. Other customers also stated that the active Instagram and TikTok accounts of @Den Market made them curious to come to the store. "Their Instagram and TikTok are very active, so I was curious to come in person," said Farel.

Besides social media, influencers and content creators also play a crucial role in attracting consumers. Most customers admit that they are more interested and trust promotions through influencer content. One customer, Farel, said, "I've seen promotions promoted through content creators, and that made me curious and ended up coming in person." This sentiment was reinforced by another customer, Marzel, who said, "When I see content creators informing me about promotions, I'm more trusting." One customer

even said that the content style of influencer @Den Market feels unique and natural. "Influencer content is more real and unique, which makes it interesting," Farel said. Shows that the promotional approach by influencers or content creators is effective in creating consumer trust and interest.

Regarding product knowledge, customers found the content uploaded by @Den Market helpful. They found the content not only visually appealing but also provided useful information regarding product quality. One customer named Arya said, "The content shows the good quality of the products." Another added that through videos and regular uploads, customers can see the various brands available and understand the condition of the items. "They tell you what brands are available," said Marzel. The visual content presented in the form of videos and photos also considered helpful in assessing products before coming directly to the store, making consumers more confident in their shopping decisions

In terms of product information clarity, customers stated that @Den Market was quite informative in conveying product brand details, promotions, and stock. One customer named Gilang said, "The captions are usually complete and clear." Features like Instagram stories are also well utilized to convey promotions and discounts, as stated by Marzel, a shop customer, "promotions and prices are usually explained in the story. Customers also feel comfortable because when they are confused, they can directly contact the Den Market account via Direct Message (DM). One customer said, "If I'm confused, I just DM," demonstrating that open two-way communication is an added value.

In terms of product discussions, customers admitted to frequently sharing information about @Den Market with their closest friends. One customer named Arya said, "I often share posts with friends when there are promotions like buy 1 get 1 free." Even other customers actively invite their friends when there are certain promotions, such as Gilang, "when there is a 10k/pcs promotion, I invite my sister to shop." The shopping experience at @Den Market does not only end with a transaction, but continues to be a topic of conversation and recommendations to others. A customer named Marzel also said, "I often make stories when shopping, and some friends join in too." This shows that @Den Market has succeeded in creating a promotional effect through satisfied customers who feel emotionally involved with it.

Overall, the interview results show that @Den Market's marketing strategy is highly effective in reaching, influencing, and retaining consumers. Social media, collaboration with influencers, clear information delivery, and a pleasant shopping experience have been a powerful combination that has driven increased engagement and sales.



Figure 5. Content sale ambyar 10k/pcs

The promotion, which reads "SALE AMBYAR 10K/PCS, FREE TO CHOOSE THE WHOLE STORE," has a strong appeal to consumers. The affordable price of 10,000 rupiah per item creates the impression that everything in the store is affordable accessible without limits, thus encouraging customers to buy more without hesitation. The word "AMBYAR" in this context serves to emphasize that the price offered is very cheap, even considered "destructive" in a positive sense, namely an extraordinary opportunity that should not be missed. The words "FEEL FREE TO CHOOSE THE ENTIRE STORE" give the impression of freedom to customers to choose any item, making it more than just an ordinary discount

The delivery of promotional messages cannot be ignored either. By using familiar and informal everyday language, this promotion creates an emotional closeness between the store and the customer. This makes customers feel more connected to their shopping experience, making it more memorable [19]. The atmosphere created during this promotion among customers who share the same enthusiasm. Many of them immortalize this moment in the form of photos or videos and share them on social media, so this marketing strategy is not only effective in the store but also spreads to digital platforms, thus attracting more new customers. Overall, this marketing strategy does not only focus on sales transactions but also creates a shopping experience that will be remembered by customers. This promotion succeeds in making sales more than just a buying and selling process, it creates a story that will be talked about by many [20].



Figure 6. Displays of famous brands

An effective marketing strategy not only depends on the size of the budget spent, but also on the way the product is presented to customers. Highlighting quality products as a marketing strategy has proven effective in increasing customer satisfaction and encouraging them to repurchase and recommend the product [20].

Brands have a significant influence in shaping consumer perceptions. A well-known brand carries not only a name but also values and a reputation that have been built over many years. Adidas, for example, is known as a pioneer in the sportswear industry, always prioritizing innovation with advanced technology in their products. On the other hand, Dickies is known as a brand of work and casual clothing that is tough and durable, suitable for various situations. These advantages make this product highly trusted by customers [21].

Consumer trust in big brands like Adidas and Dickies is built through consistent experience over many years. Users of Adidas products often feel comfortable and satisfied, so they tend to buy again because of the proven quality that lasts and gives a positive impression on their daily appearance. This loyalty is a major asset in marketing, because when consumers have confidence in the quality of a brand, the decision to buy becomes easier and faster [22]. Marketing strategies that showcase quality products from brands like Adidas and Dickies are very effective, because today's consumers are looking for products that are not only visually attractive but also represent their identity and lifestyle. When a product can combine proven quality with relevant emotional value, the brand will have a special place in the hearts of customers [23].

Quality-based marketing combined with the power of a trusted brand creates a complete experience for consumers. They not only buy the product, but also feel a sense of trust, pride, and comfort every time they use it. This is the power of this strategy: it combines functional aspects and makes quality the primary foundation for building long-term relationships between brands and customers [24].



Figure 7. Grand opening and motorbike giveaway

@Den Market recently launched an exciting marketing campaign to celebrate the opening of their fourth store. The campaign focused on a massive giveaway, aimed not only at celebrating but also expanding market reach, increasing sales, and strengthening relationships with new and existing customers. One of the most compelling aspects of the campaign was the giveaway users as the main attraction. @Den Market offered high-value prizes that were highly sought after, such as a Honda Beat, Redmi Pad SE, Redmi Watch 3, and Redmi Buds 6 Play. This combination of prizes reflected @Den Market's understanding of today's customer desires, generating great enthusiasm among people who saw the chance to win as a motivation to get involved.

This strategy also includes encouraging customers to make direct purchases with the slogan "The More You Shop, the Greater Your Chance to Win". This approach not only entices customers to enter the giveaway but also encourages them to make larger purchases than usual. This has a positive impact on increasing sales. Additionally, @Den Market launched the "Den Market X woman" campaign to target the female market. By providing products relevant to women, @Den Market seeks to build closer relationships and increase customer loyalty from this segment.

@Den Market also demonstrated its use of social media as a primary tool to disseminate information about their grand opening and giveaways. Platforms like Instagram and TikTok were used to reach a wider audience. This digital marketing strategy is highly relevant in today's era, where online presence is key to building brand awareness [21]. Overall, the grand opening of @Den Market is a concrete example of this marketing strategy. They not only opened a new store but also built a foundation for long-term growth by combining the attraction of prizes, a well-planned sales strategy, and maximizing the use of social media.

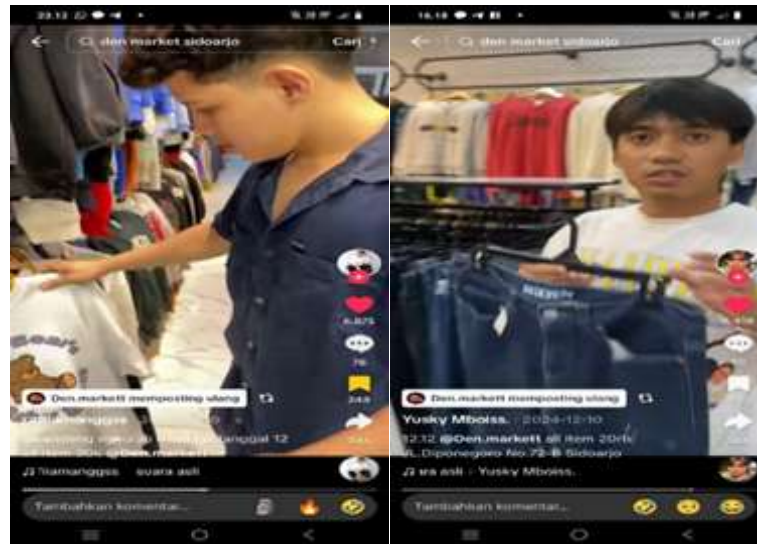


Figure 8&9. Collaboration with 2 influencers

@Den Market has implemented an innovative marketing strategy by collaborating with social media influencers to expand their promotional reach. This collaboration is clearly visible through the content produced by influencers such as @rafliamaggss and @yusky mboiss on the TikTok platform, where they promote @Den Market products in an interesting and memorable way, including offering an “all items 20k” promo. This approach is not just an ordinary promotion, but also combines attractive visuals with big discounts that attract the attention of the wider community [12].

Through this collaboration, @Den Market significantly increased brand awareness when an influencer promoted a store, influencing their followers, which could reach thousands to millions. Many of these audiences are active social media users who seek fashion inspiration from the content creators they follow. By showcasing affordable fashion products, @Den Market not only reached a wider audience but also established an image as a store with attractive and relevant offerings for young people.

Discussion

This strategy also helps build trust among consumers. Recommendations from influencers are often perceived as more convincing than traditional advertising. When influencers with a strong relationship with their followers introduce Den Market products, it creates social validation. Audiences feel more confident and are more inclined to try the product because they see someone they trust recommending it directly. The impact of this promotion is not only limited to increased trust but also increases interaction and engagement on social media. The promotional content received thousands of likes and hundreds of comments, indicating high public interest. The more interactions there are, the more likely the video is to go viral, providing additional profits for @Den Market without having to spend large amounts on conventional advertising [25].

In terms of cost efficiency, collaborating with influencers is a wise choice. Compared to advertising costs on banners or billboards, which are expensive and have

less measurable impact, collaborating with influencers is more economical and targeted. Influencers already have communities and loyal followers, so @Den Market doesn't need to start from scratch to build credibility. They simply need to ensure the promotional message is delivered in an engaging and relevant manner, as in this "all items 20k" campaign. This strategy demonstrates that in today's digital age, a creative and collaborative approach can be key to winning the market's heart [12].

CONCLUSION

Fundamental Finding : This study concludes that the promotional strategies employed by @Den Market, particularly through Instagram and TikTok, have effectively increased sales of thrifting products by utilizing engaging visual content, influencer collaborations, and interactive social media features. These strategies not only drove sales but also established emotional connections with consumers, fostering trust and increasing customer participation. **Implication :** The findings highlight the importance of creative and adaptive digital marketing strategies in the thrifting business, suggesting that continued innovation in promotional tactics and a strong digital presence are essential for maintaining competitiveness and relevance. **Limitation :** The study is limited by its focus on a single business account and may not fully capture the broader impact of digital marketing strategies across different industries or platforms. **Future Research :** Future studies could explore the effectiveness of similar strategies in other industries, examine consumer perceptions of used goods, and investigate the long-term sustainability of digital marketing tactics in competitive markets to provide a more comprehensive understanding of the evolving dynamics in online retail and promotion.

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