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## Analysis of Direct Marketing on The I Am Cotton Brand In The Covid-19 Pandemic Period

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**Abstract:** Marketing is one of the activities that companies, both service and goods companies, must carry out in order to maintain the viability of their business. However, during the pandemic, marketing experienced a drastic decline in order to stay afloat the company, which could be done in a variety of ways; in modern times, many marketing developments, including direct marketing, are being carried out. Catalog marketing, telemarketing, online marketing, and kiosk marketing are all forms of direct marketing. The goal of this study was to determine how much influence the company's direct marketing method had. Based on the findings of the research, it is possible to conclude that direct marketing is an important component of the promotion strategy.

**Keywords:** Marketing, Direct Marketing, Pandemic period

### INTRODUCTION

Indonesia's economic growth and people's mobility have increased, causing the price of goods and services to rise further. If you look at the increasingly fierce competition in the business world, so companies must find ways to stay afloat in the business market, in terms of that the company's products and services may not be able to find their own buyers or enthusiasts, so marketing activities are required (marketing), marketing has a very important role because this marketing determines the success and continuity of a growing business in the market, the marketing activities that are carried out must be in accordance with the previously established planning; this will direct the system and also provide a clear picture; of course, the company must continue to capitalize on the opportunities and opportunities that exist.

During the pandemic, many companies have experienced declines and even bankruptcy due to almost unstable finances, an unclear financial decline position that will affect the company, the company's unpreparedness for situations such as covid-19 is an important factor, it is necessary to have appropriate and efficient strategies, in terms of the scope such as important aspects such as human resources, operations both services and goods, financial systems, as well as good marketing techniques, will all help the company get through a difficult period. There are many things that businesses can do to stay afloat during a pandemic, one of which is to use direct marketing strategies, also known as direct

marketing because company should be survive in pandemic period and it must have strength, according to sugiyanto (2020) companies that considerable power will affect the market.

*I am Cotton* is a company that sells brand clothing to toddlers and children. *I am Cotton* is a subsidiary of PT Nissan Gas. As a clothing manufacturer, *I am Cotton* is required to carry out marketing activities for the products produced. Marketing can be done in a variety of ways, including through the use of mass media in the modern era. *I am Cotton* can carry out promotional activities through direct marketing media with several media brands (direct marketing). *I am Cotton* can carry out promotional activities using some of these media via direct marketing media (direct marketing). As a result, through direct marketing, businesses can more easily promote and sell their products to the general public. Direct marketing strategies (direct marketing) require marketers to first build a database of potential customers. With a detailed database, the company can provide product offerings to customers.

As a result, given the high level of competition in the business world and in the face of the Covid-19 pandemic, companies must maintain company stability and even their existence in the world of business fashion children's. Based on the foregoing, the researcher choose the title "*DIRECT MARKETING ANALYSIS ON THE I AM COTTON BRAND IN THE COVID-19 PANDEMIC PERIOD*" because the author is interested in determining how the brand *I am Cotton* will increase and stabilize sales volume in the pandemic through the use of direct marketing media (direct marketing).

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Background Of The Study

According to Sugiyanto (2020) Marketing is a transaction part of a larger idea called relationship marketing. Marketing management, according to Kotler and Armstrong in Priansa (2017:4), is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is profitable for the company. As a result, marketing can be said to be carried out with beneficial reciprocity, where producers benefit while consumers receive goods, therefore, marketing management must run smoothly, if marketing does not run smoothly, marketing activities will also be suboptimal. Because the company may be unable to sell a single product if no consumers are aware about the product to be sold.

There are so many marketing techniques and strategies, including direct marketing (Kotler and Keller 2007: 295):

1. Face to face (Personal Selling)

The first form of direct marketing is a sales visit made by sales people or sales force.

2. Direct Mail Marketing

Direct mail marketing is the activity of promoting goods or services that are directly shown to consumers or customers through the media of mail, videotapes, and even computer diskettes, in the hope of creating direct transactions. But recently three new forms of postal delivery have become popular: fax mail, which allows paper messages to be sent over the telephone network. (Voice mail) which is a system for receiving and storing spoken messages at a telephone address.

3. Catalog Marketing / Brochure

Marketing through catalogs is a form of direct marketing in which companies send one or more catalogs to consumers or potential customers in the hope that the recipient of the catalog will order, and can also be in the form of brochures that are distributed to consumers. Rapid technological advances, together with the movement towards one on one marketing, have resulted in a dramatic shift in marketing through catalogs or brochures.

4. Telemarketing

Telemarketing is the sale of goods or services by telephone. Marketing uses outbound telephone marketing to sell directly to consumers. Telemarketing is one marketing using the telephone to sell directly to consumers. Many consumers appreciate the many offers they receive over the phone. Remote marketing is properly designed and targeted to provide many benefits, which include convenience of purchasing and increased information of products and services. However, there are cases that sometimes unsolicited telephone marketing has disturbed many consumers who object to junk phone calls.

#### 5. Direct Response Television Marketing

Direct response television marketing is direct marketing through television, including direct-response television advertising or shopping channels from home (home shopping channels). Direct marketing broadcasts television spots, often of 60 to 120 seconds in length to persuasively describe a product and provide customers with a toll-free number for ordering. Viewers often encounter 30 minute advertising programs or informational for a single product.

#### 6. Kiosk Marketing

Kiosk marketing is marketing through “customer message receiving machines”, which are placed in shops, airports and other places. Many companies place information and ordering machines called kiosks (as opposed to vending machines, which deliver actual products) in shops, airports, and other locations. The kiosk system reads customer data from coded registration badges and produces technical sheets which can be printed at the kiosk or sent by fax or by customer mail.

#### 7. Online Marketing

Online marketing is marketing that can be reached by a person through a computer and modern. Online marketing is carried out by an interactive online computer system that connects customers with sales electronically. Social networks or social media help businesses in marketing its products and services (Stelzner, 2012)

## Hypothesis Development

Based on the above background, the author of the theme and do research on the brand *I am Cotton* "How can companies increase sales volume during the pandemic covid-19 using direct marketing media (direct marketing)?"

## METHODS

This research method uses interview techniques, using a qualitative approach, according to Poerwandari (2005) qualitative research produces and processes qualitative data such as interview transcriptions and observations.

## RESULTS AND DISCUSSIONS

The result of this research is that brand, *I am Cotton* which focuses on the distribution and sale of clothing, has experienced several phases, namely marketing that cannot reach its target during the pandemic but by using direct marketing techniques or direct marketing has succeeded in achieving good marketing targets such as do promotions using forms of direct marketing so that the company hopes that by using this method the company gets positive results related to sales results that have decreased so that they get success by doing promotions. Direct marketing is important because the company can provide information about the types the company has directly to potential buyers. Direct marketing used by *I am Cotton* is telemarketing, catalog marketing, and marketing online. This is in accordance with what is applied by *I am Cotton* brand. From the results of interviews conducted with supervisors marketing *I am Cotton* several ways have been done in the direct marketing process as follows:

## 1. Catalog Marketing

I am Cotton uses several catalog brochures as a marketing tool and opens marketing offline in one of the malls as counter or an offline stand so that consumers can buy the physical directly, aiming to expand the market by introducing face to face sales products that can assess potential users because with direct interaction can be judged from the response given.

Distribution of brochures or catalogs with the aim that consumers will receive some information from brochures and raise questions about what consumers want to know, after raising questions and if consumers are interested in the products offered, consumers can call the telephone number in the brochure to ask more about the product.



**Figure 1.** Catalog  
**Source:** I am Cotton brand

## 2. Telemarketing

According to Ranny (2017) Telemarketing is one of marketing strategy with direct marketing to meet face to face with customer. Telemarketing sales is a form of offers made directly face to face or over the phone. In this offer level, the company will be more flexible to provide direct offers and more able to make variations of offers that can attract the interest of potential users. The working system is also quite easy, the database has been prepared by the company, then the marketing staff will contact the prospective user. If the prospective user is interested, the marketing staff will make an appointment to meet.

## 3. Online Marketing

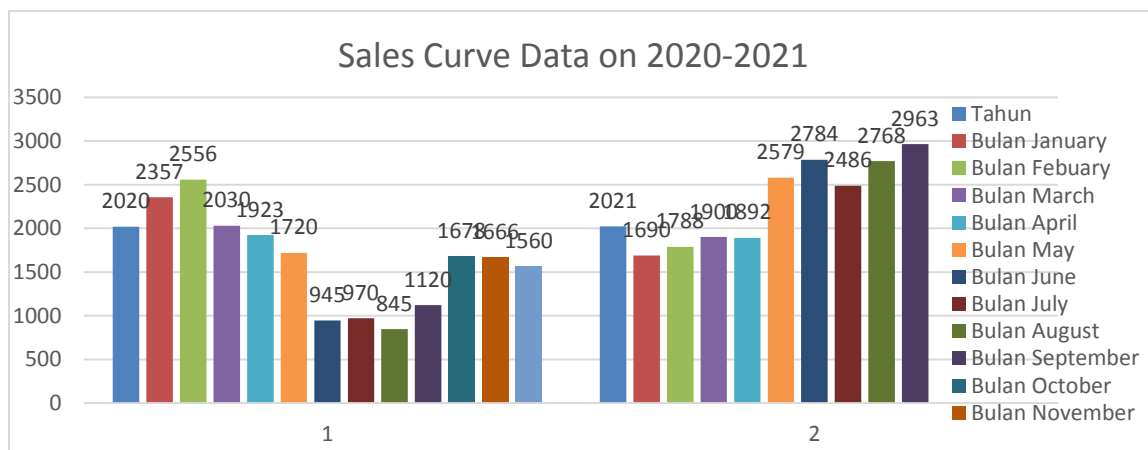
Along with the rapid development of technology, plus marketing strategies that have decreased, *I am cotton* is required to be more innovative and creative in terms of marketing, so that the solution to doing strategies is the online marketing most appropriate in a pandemic situation, one of which can do promotion also in several mass media. It aims to expand the sales market both online and offline in order to increase sales. Among them there are several marketing online that can be used as promotional media, namely, *Website, Instagram, Facebook, Twitter, and Youtube*. But *I am Cotton* only uses marketing online, namely the *Website*, and *Instagram* in carrying out its marketing online promotions that can be done is by posting products and making content as interesting as possible. In the post, an interesting caption is given and don't forget to give the marketing phone number and the marketing name so that consumers can easily contact and ask about the product.

## Analysis Result

Based on the results of research and discussion above is known that direct marketing activities is an important factor to increase sales in the Covid 19th pandemic, because at the beginning of the Covid 19th pandemic experienced several decline. In observation to solve the problem in the business and determine the ratio of sales *in I am Cotton* the following sales data *I am Cotton* 2020 until 2021.

**Table 1.** Data on the number of sales of *I am Cotton* 2020-2021

Years	Months											
	January	February	March	April	May	June	July	August	September	October	November	December
2020	2357	2556	2030	1923	1720	945	970	845	1120	1678	1666	1560
2021	1690	1788	1900	1892	2579	2784	2486	2768	2963			



**Chart 1.** *I am Cotton* sales curve

**Source:** *I am Cotton* brand

In Table 1.1 and Chart 1.1 it is explained about the number of goods sold in 2020 amounting to 19370 goods sold, and in 2021 the data taken only until September sold 20850 goods sold. After being compared with table 1.1 and Chart 1.1, it experienced several ups and downs in 2020, there was a fairly significant increase from 2021.

## CONCLUSIONS

Conclusion of this study is that a company engaged in baby clothing to children, namely *I am Cotton*, has experienced various declines in the industry. During the covid-19 period, on the other hand, high competition made sales continue to decline, so they could maintain their existence in the clothing business world, they could still run their business during the pandemic, increase competitiveness and anticipate changes and competition that moves so fast, *I am Cotton* must be able to increase activities in the field of marketing. One of the efforts made is to provide discounted promos, provide free shipping and carry out other promos. In marketing this product *I am cotton* using direct marketing. Direct marketing that has been used by *I am of cotton* so far is telemarketing, online marketing and marketing catalogs. The company hopes that by using this method the company gets positive results during the pandemic regarding sales results and successful promotions.

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