

Digital Communication's Role in Shaping Indonesian Thrift Culture: A Literature Review

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ABSTRACT

Thrifting is defined as the consumption of used branded fashion products at a lower price, which is often associated with a person's lifestyle and identity. The purpose of this research is to find out how the role of digital marketing communication and creative content on thrifting goods to attract young people in Indonesia. This research is a qualitative research using literature review method. The results of this study show that the utilization of digital communication in thrifting marketing is done with two media. The use of Instagram as a digital communication tool is done by: (1) uploading product information, (2) means of interactive communication with consumers, (3) use of hashtag features, and (4) marketing communication. The use of e-commerce as a digital communication tool includes: (1) eWOM and (2) live streaming. The existence of social media and e-commerce has a significant impact in increasing awareness and motivation to thrift. Innovative and creative use of digital materials is needed to strengthen brand identity and increase consumer awareness, which in turn will increase sales.

KEYWORDS

Thrifting, Digital Marketing Communication, Social Media, E-Commerce



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INTRODUCTION

In recent years, the fashion thrifting trend has become more popular in Indonesia, especially among Generation Z. This generation refers to the generation that was born from 1997 to 2012 (Ministry of Education Culture Research and Technology, 2021). This generation is among the most creative and has a tendency to have a lifestyle that is always connected to the virtual world (Santoso & Triwijayati, 2018). The high connection of this generation with the internet makes it very easy for them to access fashion developments. Gen Z is a promising target market for fast fashion because they are considered capable of determining their own preferences (Diantari, 2021).

Thriftig is defined as the activity of consuming (shopping, buying, collecting) used fashion products (clothes, bags, shoes, and other accessories) in the context of lifestyle (Rahmawati et al., 2022). Thriftig starts from the words thrive and thrifty which means thriving or progressing. Meanwhile, thrifty can be interpreted as an activity that provides personal satisfaction when someone manages to get rare items at half or less than the normal price.

The prices offered from thriftig clothes can be much cheaper and are usually second-hand from well-known brands (Hidayatullah & Muslichah, 2023). Thrift in modern times has become a fashion style that is becoming a cheap trend (Fitryani & Nanda, 2022), related to fulfilling a lifestyle (Rahmawati et al., 2022), and supporting sustainable living (Mardani M & Aransyah, 2022). Some of these things make the practice of thriftig has begun to penetrate the urban middle class, who have the ability to buy new clothes, but choose to save as a substitute, or as part of their other consumption practices (Rahmawati et al., 2022).

Based on information released by the United Nations Environment Programme (UNEP), every year the fashion industry uses 93 billion cubic meters of water and about 20% of the fashion industry's used water worldwide comes from dyeing and fabric processing. Data from UNEP also states that the fashion industry is responsible for 10% of global carbon emissions each year and it is estimated that this figure will increase by more than 50% by 2030 (Mardani M & Aransyah, 2022).

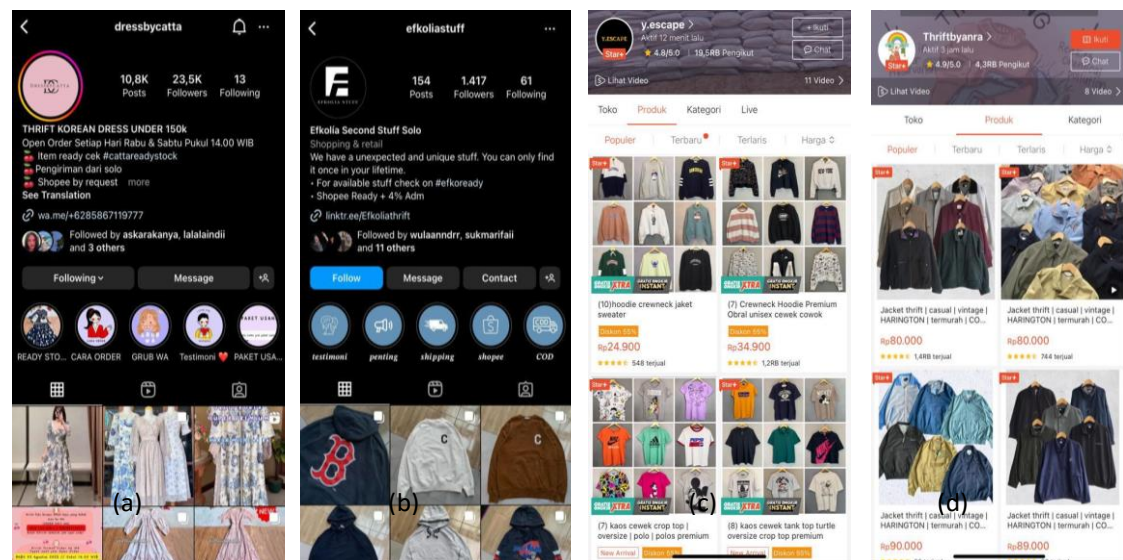


Figure 1. Thrift shops on social media Instagram (a,b) and e-commerce Shopee (c,d)

In recent years, the second-hand clothing business has started to shift to a more massive scale. This is related to the emergence of giant e-commerce companies such as Tokopedia and Shopee, as well as the increasing number of online stores on social media such as Instagram or Facebook (Rahmawati et al., 2022). The existence of social media such as Instagram is a new way to present and develop products and also plays a role in introducing thriftig to the public (Himawan & Puspitasari, 2023). Instagram is the social media platform most often used by people to conduct online buying and selling transactions today so that in its development it is also used as a means of advertising.

The growth of the thrift shop business is one of them in the Solo area, as evidenced by the many second-hand shopping events held such as Nglapak Day, Solo Thrift Day, Sesi Tuku and many other events (Adilla & Hendratmoko, 2023). These events are actively carried out in Solo at least once a month which brings together thrift sellers with consumers. In addition, in

introducing, communicating, and marketing their activities, these thrifting events have their own social media accounts. This also aims to reduce people's understanding that used clothes are considered inappropriate to wear (Utama, 2022).

The purpose of this research is to find out how the role of digital marketing communication and creative content on thrifting goods to attract young people in Indonesia.

RESEARCH METHOD

This research is a descriptive qualitative research, with data collection methods using literature review methods. The data used in this study were obtained from relevant articles and sourced from google scholar. The steps of data collection use keywords to get relevant articles in order to answer research questions. The keywords used to answer the research questions are "thrifting", "digital marketing communication, and "thrifting in Indonesia". The results of the research keyword search contained hundreds of journals that discussed these keywords. The large number of articles found required inclusion and exclusion criteria to obtain data that was suitable for the research.

Literature criteria are needed in order to provide an accurate literature study and be able to answer research questions, so the literature criteria used are: (1) discuss digital marketing communication thrifting in Indonesia, (2) the literature used was released between 2019 and 2023. From the results of the keyword search and literature criteria, 25 published articles were taken consisting of journal articles, proceedings, as well as bachelor and master degree thesis.

RESULT AND DISCUSSION

Digital communication refers to all forms of communication that utilize technology as a medium, such as email, phone calls, video conferencing, as well as various types of instant messaging such as SMS and web chat, blogs, podcasts, and videos, among others. In electronic communication, interactions between users become more intensive, participatory, fair, decentralized, and less hierarchical (Alimin et al., 2022). In other words, digital communication is the process of exchanging data, ideas, or messages through digital or electronic technology to send, receive, and share data quickly and effectively.

Judging from the data of the We Are Social report, there are around 167 million people in Indonesia who actively use social media in January 2023. This number of users is equivalent to 60.4% of the population in the country. In addition, the average time spent accessing social media in Indonesia reaches 3 hours 18 minutes per day, which ranks tenth highest in the world (DataIndonesia.id, 2023).

1. Utilizing Digital Communication in Thrifting Marketing

Today's thrift shop business is packaged in a modern way where offline stores are rarely found to minimize operational costs (Rahmawati et al., 2022). Instagram is the main marketing platform with attractive visuals and product photography. In addition to promoting products on Instagram, most thrifting stores also sell their products through e-commerce such as Shopee and Tokopedia to facilitate payment transactions.

Instagram

Instagram is one of the most popular audio and visual-based social media platforms in Indonesia that allows users to share photos and videos. Instagram can be used as a marketing tool to introduce a product through advertising images on social media platforms. The

Instagram application is usually chosen as a promotional medium because photos or visual images are the main focus in this social media as a messenger (Huda et al., 2022). According to Sariwaty et al (2021), stated that Instagram functions as a platform that presents images and allows for rapid image delivery. The use of Instagram as a digital communication tool between thrifting sellers and buyers can be done in several ways:

a) Uploading product information

The features offered by Instagram support sellers to display and catalog products that can be seen by consumers well (Akbar Alkatili et al., 2022) through audio visuals, and equipped with captions to explain products in detail such as quality, size, price, and availability of goods (Sariwaty et al., 2021). Informative things about trends and stock of thrift goods on Instagram can be uploaded through Instagram feeds and stories (Radhata et al., 2023), as well as live Instagram to make virtual offers and sales (Sariwaty et al., 2021) (Sariwaty et al., 2021). Some of the above cannot increase purchase decisions if they are not supported by attractive product presentations or visual merchandising on Instagram uploads (Mardani M & Aransyah, 2022).

b) Interactive communication with consumers

Continuous interaction is needed, this is done to maintain good relations between buyers and sellers. Interaction on Instagram can be done through the direct message feature, and comment section. The use of direct messages is done to answer consumer questions about products. The comment column on Instagram is used for communication between consumers so that they can communicate easily. Interaction must be done in a way that is easy to understand, interactive, and fast responding (Intan N & Nugrahani, 2021), as well as friendly service can increase consumer loyalty (Radhata et al., 2023).

c) Use of Hashtag Feature

It has several purposes, one of which is marketing and branding products so that the use of hashtags on social media must be done wisely and for the right purpose. The existence of hashtags allows consumers who are still unfamiliar with using and searching for the desired thrift items. Many sellers use hashtags in the description in the Instagram upload caption to make it easier for consumers to find by listing keywords (Akbar Alkatili et al., 2022).

d) Marketing Communication

According to Kotler and Keller (2009), marketing communication is a series of actions to achieve product or service goals by utilizing the marketing mix, such as advertising, personal selling, sales promotion, public relations, direct marketing. Paid advertising as a product promotion media is carried out by making uploads of product photos and videos on Instagram feeds and story features (Afad et al., 2022; Radhata et al., 2023). Personal selling is done by contacting and directly offering trending thrifting items, this is done at the same time to build long-term relationships with consumers (Radhata et al., 2023) (Radhata et al., 2023). It takes a product explanation of sales promotions such as discounts, give away, special steal deals directly as attractive as possible in order to increase consumer interest in the product (Harianto & Sadikin, 2022; Mardani M & Aransyah, 2022). According to Akbar Alkatili et al (2022), public relations in the form of the number of account followers and friendly service in the thrift industry have an impact on consumer confidence. Using direct marketing tools, thrift shops also need to actively participate in events, hold promotions through live features, stories, feeds, and QnA on the Instagram application (Radhata et al., 2023).

E-commerce

E-commerce or electronic commerce refers to business or trading activities conducted electronically over the internet network. In e-commerce, the buying and selling of products or services is done online, where buyers and sellers interact through websites, mobile applications, or e-commerce platforms. The use of e-commerce in marketing thrifting goods to facilitate consumer payment transactions (Rahmawati et al., 2022), increase sales, expand marketing, increase customer reach, and increase product sales (Farhan & Triyono, 2022). In addition, the use of e-commerce as a digital communication tool between thrifting sellers and buyers can be done in several ways, namely:

a) **Electronic Word Of Mouth**

Electronic Word of Mouth (e-WOM) is a positive or negative consumer statement about a product, which can be in the form of a review or rating. E-WOM can be accessed by anyone in a short time and can reach a wider range of consumers so that it can have an impact on the product or brand (Park et al., 2011). In e-commerce, communication is established in the form of e-WOM in the form of reviews given by consumers regarding product quality assessment. The presence of e-WOM makes potential buyers feel confident in the product to be purchased. This easily spreads and influences potential customers. Therefore, the evaluation of potential buyers may differ overall for the same brand, depending on the main reason for the purchase (Fitryani & Nanda, 2022).

b) **Live streaming**

It is an engaging and interactive form of media that focuses on the user by providing real-time interaction between buyers and sellers. The live streaming feature has been widely used on digital media platforms, one of which is the marketplace. This feature provides an experience for consumers to interact directly with sellers who promote their products through real-time audio-visual videos. Communication using live streaming is more interesting because of the visual display that increases the sense of comfort and convenience, thus increasing consumer buying interest (Rahmani et al., 2022).

The existence of social media and e-commerce has a significant impact in increasing awareness and motivation to thrift. Thrifting consumers have various motivations to buy thrifting products ranging from affordable prices, just following trends, thrifting becomes a representation of identity and lifestyle, to environmental conservation efforts (Agnesvy & Iqbal, 2022; Ghilmansyah et al., 2021; Ristiani et al., 2022; Rosmaniar et al., 2021; Sella & Banowo, 2023; Syahputri & Marliyah, 2023; Ulfa, 2022). The increase in consumer motivation and awareness in buying thrifting products cannot be separated from the role of digital communication through social media and e-commerce which allows content regarding educational information, entertainment, trends about thrifting, and detailed information on available stock items (Hidayatullah & Muslichah, 2023; Intan N N & Nugrahani, 2021; Mardani M & Aransyah, 2022; Radhata et al., 2023; Sariwaty et al., 2021).

2. **Use of Creative Content in Thrifting Marketing Communications**

Instagram users as an account to market their business in Indonesia are massive. The rise of thrifting sellers who sell their products on Instagram, makes the high level of competition among sellers more competitive on the same social media platform. It is necessary to use creative and innovative digital content so that it can build branding and can also increase consumer awareness which leads to increased sales.

The role of creative content in thrifting marketing communications can be used by implementing social media marketing. The definition of social media marketing refers to a platform that allows marketers to engage, cooperate, communicate, and utilize social media

intelligence resources to achieve marketing goals (Tsitsi Chikandiwa, S. Contogiannis & Jembere, 2013). An attractive visual display of content can influence consumer interest in engaging to purchase a product (Rahmani et al., 2022). By uploading content that pays attention to the characteristics of social media marketing (entertainment, trendiness, interaction customization, and word of mouth) the content that will be produced can build branding and awareness so that it can compete with other thrifting sellers on Instagram (Intan N N & Nugrahani, 2021).

Lightweight content with attractive visuals when using social media can have a positive influence on consumer attitudes and can increase engagement between brands and consumers (Intan N & Nugrahani, 2021; Mardani M & Aransyah, 2022). It is not enough just to post content with an attractive appearance, a brand must follow emerging trends so that consumers interact with the brand. Some content that can be uploaded on social media platforms can be in the form of daily outfit inspiration references (Arta Mevia Setiyana Putri & Surya Patria, 2022) gamification such as give away and discounts (Harianto & Sadikin, 2022; Mardani M & Aransyah, 2022). Interaction between brands that have been established, can make it easier to find out requests and adjust consumer needs so that a brand can do customization. Consumers are looking for comfort and convenience in communication, this can be created by brands making customizations such as listening to suggestions from consumers regarding products and services (Intan N & Nugrahani, 2021; Rahmani et al., 2022). The better the service and quality of the product will provide a good response from consumers to the brand, so that consumer reviews about the product and their experiences will be used as material for discussion and will influence the purchasing decisions of potential customers (Oping et al., 2022; Radhata et al., 2023; Ristiani et al., 2022; Rosmaniar et al., 2021).

CONCLUSION

In recent years, the thrifting fashion trend has become more popular in Indonesia, especially among Generation Z. Thrift in modern times is a fashion style that is becoming a trend that is affordable, fulfills lifestyle, and supports sustainable living. The emergence of giant e-commerce companies such as Tokopedia and Shopee, as well as the increasing number of online stores on social media such as Instagram or Facebook have made the second-hand clothing business begin to shift to become more massive. The existence of social media such as Instagram is a new way to present and develop products and also plays a role in introducing thrifting to the public.

Digital communication refers to all forms of communication that utilize technology as a medium for the process of exchanging data, ideas, or messages electronically to send, receive, and share data quickly and effectively. The utilization of digital communication in thrifting marketing is done with two media, namely Instagram social media and e-commerce.

The use of Instagram as a digital communication tool between thrifting sellers and buyers can be done in several ways: (1) uploading product information, (2) interactive communication with consumers, (3) use of hashtag features, (4) marketing communication. The use of e-commerce as a digital communication tool between thrifting sellers and buyers can be done in several ways, namely: (1) electronic word of mouth, (2) live streaming. The existence of social media and e-commerce has a significant impact in increasing awareness and motivation to do thrifting activities.

The rise of thrifting sellers who sell their products on Instagram, makes the high level of competition among sellers more competitive on the same social media platform. It is necessary to use creative and innovative digital content so that it can build branding and can also increase

consumer awareness which leads to increased sales. The role of creative content in thrifting marketing communication can be used by implementing social media marketing. By uploading content that pays attention to the characteristics of social media marketing (entertainment, trendiness, interaction customization, and word of mouth) the content that will be produced can build branding and awareness so that it can compete with other thrifting sellers on Instagram.

The results of this study can be used as a reference and reference for further research development. Recommendations that can be made for further research are:

1. Researches how the development of thrifting digital marketing communication strategies with government regulations regarding the prohibition of importing thrifting clothes.
2. Researches how to maximize thrifting digital communication strategies using e-commerce.
3. Investigated how the thrifting event marketing strategy with government regulations regarding the prohibition of importing thrifting clothes.

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