

Local Fashion Product Marketing Strategy in the Creative Digital Era

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ABSTRACT

This study aims to examine the marketing strategies of local fashion products in the creative digital era. Using a qualitative literature review approach, the findings show that local fashion entrepreneurs in Indonesia increasingly adopt digital strategies such as social media utilization, influencer collaboration, SEO optimization, and the use of big data and AI. These strategies have proven effective in expanding market reach, building brand awareness, and fostering closer relationships with consumers, especially Gen Z, who value personalization and sustainability. This research highlights the importance of digital technology adaptation to build competitive advantage in an increasingly dynamic market environment.

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1. Introduction

The local fashion industry in Indonesia has experienced significant growth in recent years. This growth has been driven by various factors, including increasing consumer awareness of domestic products, lifestyle trends that emphasize local identity, and government support for the creative economy sector (Amyra, 2024). According to research by Purnamasari (2024), local brands such as Wearing Klamby contribute greatly to economic growth through human resource empowerment and digital technology adoption (Purnamasari, 2024).

Modernization and changes in people's lifestyles also play an important role in this development. Fashion no longer simply fulfills basic needs but has become a means of expression of identity and social status. Modern society pays close attention to fashion as part of their lifestyle (Pradana & Wijaya, 2023). In addition, government support through various initiatives and programs has had a positive impact on the local fashion industry. Events such as Jakarta Fashion Week and Indonesia Fashion Week are important platforms for local designers to showcase their work and interact with the global market. Training and financing programs for MSMEs in the fashion sector also help in developing skills and production capacity. With the combination of creativity, government support, and changing consumption patterns, Indonesia's local fashion industry shows great potential to continue to grow and compete in the global market (Amyra, 2024).

The development of digital technology has brought a significant transformation in consumer behavior in Indonesia. Consumers are now more active in seeking information, comparing products, and making purchases through digital platforms (Fitria, 2024). According to a study by Latief (2024), modern consumers tend to use social media and review sites to evaluate products before making a transaction (Latief & Rizal, 2024).

In addition, easy access to the internet and mobile devices has changed consumer preferences for convenience and speed of service. Research by Arimbi (2024) shows that consumers prefer digital payment methods and personalized shopping experiences. This transformation also affects companies' marketing strategies. Businesses are required to understand increasingly complex and dynamic consumer behavior. The study by Jusuf (2023) emphasizes the importance of marketing strategy adaptation in the face of changing consumer behavior in the era of digital disruption (Saputra, 2024).

Digital creative marketing strategies play a crucial role in enhancing business competitiveness in the ever-evolving era of digital transformation. By utilizing technology and digital platforms innovatively, companies can reach a wider audience, build closer relationships with consumers, and create added value that differentiates them from competitors. (Riyanto & Fahira, 2024). According to research by Sasikirana et al. (2024), an effective digital marketing strategy involves leveraging social media, relevant content, personalization, and search engine optimization (SEO). The integration of these elements allows companies to increase brand visibility, expand market reach, and improve interactions with consumers. In addition, Asrita and Riofita (2024) emphasize the importance of adopting technologies such as artificial intelligence (AI) and big data analysis in digital marketing strategies. The use of these technologies allows companies to understand consumer behavior more deeply, so that they can design marketing campaigns that are more targeted and responsive to changing market trends (Asrita et al., 2024).

In the creative industry sector, digitalization of marketing and branding is also an important strategy to improve the competitiveness of local products. Khumairoh and Nisa (2023) point out that digitalization allows creative industry players to reach a wider market, increase brand awareness, and compete in the global market (Kamilah & Nisa, 2024). Thus, digital creative marketing strategies are not only a tool for promotion, but also a means to build a sustainable competitive advantage. Companies that are able to adopt and implement these strategies effectively will have a stronger position in the face of market dynamics in the digital era (Asrita et al., 2024).

2. Method

This research uses a qualitative approach with a literature study method to explore the marketing strategies used by local fashion brands amid the development of a creative digital era. This approach allows researchers to examine theories, previous research results, and other secondary data relevant to the topic. Information was collected from scientific journals, books, industry reports, online articles, and digital media used by local fashion businesses.

Data collection is done by searching and sorting literature using certain keywords, then analyzed descriptively to understand what digital strategies are applied, how the communication approach is formed, and the extent of the effectiveness of digital media in attracting consumer interest. Through this method, the research seeks to compile a comprehensive picture of local fashion marketing strategies that are relevant in the competitive and innovative digital era.

3. Results and Discussion

This research reveals that digital marketing strategies play an important role in driving the growth of the local fashion industry in the digital era. Digital transformation has opened up great opportunities for local brands to penetrate a wider market without geographical boundaries. The adoption of technology and the utilization of digital platforms allow brands to reach consumers in a more personalized and interactive manner.

One of the key findings is the utilization of social media as a key marketing channel. Platforms such as Instagram, TikTok, and YouTube are intensively utilized by local fashion brands to build emotional connections with consumers. Through engaging visual content, hashtag campaigns, and live interaction, brands not only conduct one-way promotions, but also establish two-way communication that builds consumer loyalty (Kamilah & Nisa, 2024). Furthermore, collaboration with influencers is a highly effective strategy. Influencer marketing is proven to increase trust and purchase intention, especially among Gen Z and millennials. Influencers' credibility and social proximity make brand messages feel more authentic and relatable (Zahra et al., 2022).

Search engine optimization (SEO) strategies also boost brand visibility. By properly implementing on-page and off-page SEO, local brands can increase organic traffic to their websites, while strengthening their digital presence in the long run (Zahra et al., 2022).

In addition, the use of big data and artificial intelligence (AI) technology helps fashion industry players understand consumer behavior more deeply. These technologies enable the analysis

of purchase trends, style preferences, and transaction timing, ultimately supporting data-driven decision-making and improving service personalization (Arifin Butanol et al., 2019).

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The preferences of young consumers, especially Gen Z, are also an important concern. They tend to like products that are personalized, customizable, and reflect social and sustainability values. Brands that are able to convey these values in their communication strategies will find it easier to build emotional attachments with consumers (Asaro, 2025).

Digital marketing strategies have become a key driver of local fashion growth. Social media is not only used as a promotional tool, but also a means of two-way interaction with consumers, building brand loyalty and image (Riyanto & Fahira, 2024). Brands that are able to convey the values of sustainability and personalization have a place in the hearts of young consumers (Asaro, 2025). Examples of successful digital strategy implementation are shown by CRSL Store and MSME Batik Jati Kusuma through a consistent visual approach and the SOSTAC method (Krisbiantoro, 2023; Salim et al., 2022). However, the main challenges still faced are limited access to technology and lack of digital training, especially among MSMEs. Therefore, support from the government and related institutions is needed to encourage the improvement of the digital capacity of small and medium enterprises (Amyra, 2024).



Figure1. Digital Strategy Flowchart

4. Conclusion

Indonesia's local fashion industry is showing rapid growth driven by digitalization, lifestyle changes, and government support. This research reveals that creative digital marketing strategies are an important element in building the competitiveness of local brands. Through the utilization of social media, collaboration with influencers, SEO, and technologies such as artificial intelligence and big data, businesses can expand market reach, build more personalized interactions with consumers, and increase brand visibility. Digitalization also allows fashion MSMEs to be more adaptive to today's consumer trends and preferences, such as product personalization and awareness of environmental issues. Therefore, the adoption of an integrated and innovative digital marketing strategy is the key to success for the local fashion industry in this competitive digital era.

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