

Marketing Communication Strategies of AA Collection Boutique to Boost Sales in Luwuk Subdistrict, Banggai Regency

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ABSTRACT

Keywords

Marketing Communication; Sales Increase; AA Collection Boutique

The growing development of increasingly competitive local boutiques in the digital age requires business owners to implement effective marketing communication strategies. One such business is Aa Collection Boutique in Luwuk Subdistrict, Banggai Regency, which operates in the fashion industry. Therefore, this study aims to examine the marketing communication strategies employed by Aa Collection Boutique to increase sales in Luwuk Subdistrict, Banggai Regency. The method used in this study is a qualitative descriptive approach, employing data collection techniques such as observation, interviews, and documentation. Data were obtained through primary and secondary sources. The results indicate that Aa Collection Boutique's marketing communication in Luwuk Subdistrict utilizes advertising, social media platforms (Facebook, WhatsApp, Instagram, and TikTok), sales promotions, and word-of-mouth marketing.

1. Introduction

In increasingly competitive business competition, marketing communication has become one of the key elements in creating effective relationships between the company and consumers (Yuliana, A., 2020). Along with technological development and changes in consumer preferences that are increasingly digitally connected, it is important for the company to develop an integrated and effective marketing communication model effective (Setiawan, H. 2020).

In the midst of increasingly tight competition, boutique companies need to undertake various efforts to remain relevant and able to survive in a market that keeps changing. One of the main factors determining the success of a boutique is the communication strategy implemented, which serves to build relationships with customers and increase sales. (Kusumawati, D. 2021).

One of the main objectives of marketing communication is to increase sales by delivering the right message to the right audience. Boutique Aa Collection in Luwuk Banggai, operating in the fashion industry, faces challenges in optimizing marketing communication to achieve increased sales that is significant.

According to (Shimp & Andrews), marketing communication can be understood by describing two core elements, namely communication and marketing. Communication is the process in which

thoughts and understandings are conveyed between individuals or between an organization and individuals. (Rahmadani & Riauan, 2022). Marketing is a set of actions carried out by a company and other organizations to exchange value with their clients. When combined, marketing communication is a blend of all elements in the brand marketing mix, facilitating the occurrence of exchange, by creating meaning that is disseminated to its customers or clients (Sari & Aslami, 2022).

Marketing communication when paired with effective and efficient communication can achieve very good results. Attracting consumers or the audience to become aware of, recognize, and willing to purchase a product or service through channels of communication is not easy. The marketing process today cannot escape from the utilization and use of technology, especially social media which is currently widespread used by entrepreneurs. One example is Instagram, which is a service microblogging and a social networking service on the internet with potential for rapid growth rapidly (Alfarizi, Saadad & Tungala, 2025).

Marketing communication is an important aspect in the sales process because it serves as a link between the company and customers. Through communication of this type, the company can provide information about the goods offered, creating a brand image, and influencing consumer purchasing choices. Without effective communication, even high-quality products may go unrecognized by target markets.

Based on observations of the Aa Collection boutique in Luwuk District, Banggai Regency, has been running well but still faces various challenges in implementing marketing communication. Although it has utilized digital media such as video ads and photos on social media, its effectiveness is not optimal, as evidenced by the low number of viewers for video content and product photos which have not been able to attract consumer attention maximally.

Based on this, the researcher is interested in studying 'Marketing Communication of Aa Collection Boutique in Increasing Sales in Luwuk District, Banggai Regency, with the aim of identifying marketing communications that are used to increase the sales of the Aa Collection boutique. t framework.

2. Method

This research method uses a qualitative descriptive approach. The method descriptive qualitative research is an approach used to understand and describe phenomena in depth based on non-numerical data, such as interview results, observations, and documentation, in accordance with real field conditions without manipulation of research variables (Adiningrat & Albina, 2025; Nur et al., 2024).

Data collection techniques through observation, interviews, and documentation. The observational method is a data collection technique by observing directly the phenomena in the field; interviews are a technique to obtain data through a question-and-answer process between researchers and informants to delve into information in a deep manner, while documentation is a data collection technique through documents, archives, or records relevant to the research (Nur et al., 2024; Juliana et al., 2026).

Data in this study are primary and secondary data. Primary data are data collected directly by the researchers from the object of study through direct interaction directly such as interviews, observations, or questionnaires, whereas secondary data are data obtained from sources already available previously such as books, journals, research reports, and official documents (Kaunang et al., 2025; Adiningrat & Albina, 2025).

In this study, primary data are the data used through direct observation of boutique operational activities, in-depth interviews with owners, staff of the boutique, and consumers. Secondary data are used through literature from several references such as: books, e-books, scientific journals, scientific articles and others as references for the preparation of results from the journal research.

The informants in this study consisted of 5 people who included 1 owner of the Aa Collection boutique, 2 store employees, and 2 consumers. The informants were chosen because they were considered to have direct knowledge of the marketing communication process, both in the planning stage and as targets of promotional activities, enabling them to provide information that is comprehensive and relevant to the research objectives.

3. Result and Discussion

3.1 Result

Based on the research results, the marketing communication of Aa Collection boutique is conducted through video and photo advertising, social media (Facebook, TikTok, WhatsApp, and Instagram), direct marketing, sales promotions, as well as word-of-mouth recommendations. Aa Collection boutique has implemented various marketing communication components to strengthen message delivery to customers, build brand identity, and increase sales volume.

1. Advertising

Marketing communication through advertising such as product photos and videos is often carried out by Aa Collection boutique. However, video ads uploaded to Instagram and Facebook have not yielded optimal results, as seen from the low number of viewers and user engagement levels. This is caused by uninteresting video content or limited posting frequency. Photo-based ads are also routinely done, but the content presented tends to be monotonous, lacks variety, and still does not attract the audience's attention. The uploaded product photos often only show products without narrative or value proposition that is attractive to consumers, thus less effectively influencing purchasing interest.

2. Social Media Marketing

Marketing communication through social media is also certainly carried out as one of the main methods implemented by Aa Collection boutique, by utilizing channels such as Facebook, Instagram, TikTok, and WhatsApp.

1. Facebook & Messenger: Used to publish photos and videos of products, sharing promo information, and engaging with consumers through comments and messages. And Messenger: Functions as a communication channel with consumers, answering questions, providing product information, and receiving feedback.
2. TikTok: Used to create short videos with broader reach. more widely.
3. WhatsApp: Used for private communication with consumers, providing product information quickly, sending catalogs, and following up on orders or customer inquiries.
4. Instagram: Used to publish photos and videos of products, which are directly linked to the Facebook account.

However, the use of social media as a marketing communication channel still faces obstacles in terms of optimizing platform usage. Although the Aa Collection boutique uses various social media such as Instagram, Facebook, TikTok, and WhatsApp, not all platforms are managed actively. Instagram, for example, tends to be less responsive in replying to customer messages, as interactions are more focused on Facebook and WhatsApp. This shows an imbalance in the management of social media that can affect communication effectiveness marketing overall.

3. Direct Marketing

Next, direct marketing at the Aa Collection boutique shows a fairly effective implementation, evident from employees' ability in serving customers, recognizing consumer needs, and providing explanations about products. This direct interaction becomes an important means in strengthening relationships with consumers. However, in its implementation there are still obstacles, namely a lack of understanding regarding product information by several employees. This situation can disrupt the smoothness of communication and reduce effectiveness in delivering messages marketing to consumers.

4. Sales Promotion

In sales promotions, the form of marketing communication carried out by the Aa Collection boutique through promotion programs conducted routinely, such as promotions on specific dates each month, yearly promotions store anniversaries, and promotions on major days. The

implementation of this strategy reflects an effort to attract consumer attention while increasing purchase interest through unique and limited offers.

5. Word-of-Mouth Marketing

Word-of-mouth marketing communication at the Aa Collection boutique is one of the most significant marketing communication methods. This happens when customers who have purchased and had a positive experience spread information or advice about the product to friends, family, or their colleagues. With this approach, Aa Collection boutique has succeeded in building trust among new customers through previous customer experiences, as well as expanding marketing reach naturally without requiring extra promotional costs.

3.2 Discussion

The results of this study show that the large variety of fashion products (lace dresses, shirts, skirts, pants, sandals, shoes, bags, and others) sold at Aa Collection boutique as well as the marketing communication implemented by Aa Collection boutique have been carried out periodically. However, its effectiveness is still limited. This finding is relevant to the research objective, which is to determine the marketing communication carried out by Aa Collection boutique in increasing sales in Luwuk District, Banggai Regency.

1. Advertising

Aa Collection boutique has an advantage in marketing communication that can be seen from several important aspects, especially in advertising that utilizes attractive product photos and videos and is able to showcase quality details clearly, thereby increasing consumer interest. In advertising marketing communication, the use of photo and video media is actually in line with current digital marketing developments. However, its effectiveness is still low, as seen from the small number of viewers and audience engagement. This indicates that the content presented has not been able to attract consumer attention.

Theoretically, effective advertising not only displays the product, but must also contain emotional appeal, clear information, as well as value-added capabilities that can influence purchasing decisions. Thus, monotonous and less creative content becomes one of the factors causing low consumer interest.

2. Social Media Marketing

Use of social media such as Facebook, TikTok, and Instagram has become an effective strategy to reach a wider market by following trending trends, thus able to attract attention especially among the youth and increasing interaction with consumers.

In social media marketing, Aa Collection Boutique has used various platforms such as Facebook, Instagram, TikTok, WhatsApp. This shows awareness of the importance of digital marketing. However, in practice, there is still imbalance in platform management. Lack of responsiveness on Instagram, for example, can lower consumer trust and satisfaction, because in communication digital marketing, speed and consistency of interaction are important factors in building relationships with customers. In other words, the use of many platforms may not be effective if not accompanied by management that is optimal and integrated. Furthermore, interaction with customers through social media is still limited, especially in terms of responding to questions or comments.

This shows that personalized communication strategies are not optimal, even though literature shows that two-way communication can enhance customer loyalty and purchase interest. This aligns with research findings that slow responses can erode customer trust, therefore emphasizes the need to improve the speed and quality of digital interaction.

3. Direct Marketing

In direct marketing, this Aa Collection boutique also shows the advantages through fast and responsive service in answering questions, providing product information, up to handling the ordering process, thus creating closer relationships and increasing customer trust.

Results show that the interaction between employees and consumers is already quite good. The ability of employees to serve and understand customer needs becomes a positive value in building a long-term relationship. However, the obstacle of insufficient understanding of products by some employees can hinder the communication process of marketing. In this context, human resource quality becomes a factor important, because employees act as the main communicators who convey information and influence consumer purchasing decisions.

4. Sales Promotion

Sales promotions implemented such as discounts, bonuses, and special offers at certain moments also become a distinct attraction that can stimulate purchase interest and retain customers. However, its effectiveness is still limited. This finding is relevant to the research objective, namely to determine the marketing communication conducted by the Aa Collection boutique in increasing sales in Luwuk District, Banggai Regency.

Meanwhile, sales promotions conducted through routine programs such as specific dates each month, store anniversaries, and days of significance showing strategic efforts to attract consumer attention. This strategy is considered quite effective in creating urgency and increasing purchase interest. However, its effectiveness can be further enhanced if supported by promotional communication that is more creative and information dissemination that spreads more broadly through digital media.

5. Word-of-Mouth Marketing

Word-of-mouth marketing also becomes an important advantage, because customer satisfaction motivates them to recommend the product to other people, thereby indirectly expanding the reach of marketing and increasing the trust of prospective customers.

Word-of-mouth marketing becomes one of the main strengths of the boutique Aa Collection. Positive customer experiences shared with others are able to build trust and naturally widen market reach. This aligns with the theory that recommendations from close acquaintances tend to be more trusted than advertising. Therefore, maintaining product quality and service becomes the key to sustaining this strategy.

Overall, this study shows that although various marketing communication strategies have been implemented, its effectiveness is still limited due to issues related to content quality, diversity of presentation, speed of response, and information accuracy. The strength of this study lies in the data collected directly from field observations and interviews with informants, providing practical insights relevant to the boutique conditions. Thus, this research emphasizes the importance of improving content quality, employee training, and accelerating interactions digital as a strategy to enhance the effectiveness of marketing communication and, in turn, sales in small boutiques. With optimization in these aspects, it is expected that the marketing communication carried out can be more effective in increasing sales at Aa Collection boutique.

4. Conclusion

Based on the research results, the conclusion of the communication marketing of Aa Collection boutique in Increasing Sales in Luwuk District Banggai Regency is implemented through: photo and video advertising, marketing via social media (Facebook, TikTok, Instagram, and WhatsApp), direct marketing, sales promotion, and word-of-mouth marketing, but its implementation has not been fully optimal in increasing sales, especially in the aspects of content creativity, consistency in managing social media, as well as employees' understanding of the product, although direct marketing and word-of-mouth marketing show a fairly effective role in building relationships and consumer trust.

Therefore, improving content quality, speeding up responses to customers, and ensuring employees have a deep understanding of product information are very important to strengthen communication marketing and drive sales growth.

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