

ANALYSIS OF ONLINE ADVERTISING AND PRODUCT DISCOUNTS ON SALES VOLUME OF BREASTFEEDING CLOTHES PRODUCTS IN ONLINE STORES

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ABSTRACT

The aim of this research is to see the effect of online advertising and product discounts on the sales volume of breastfeeding clothing products in online stores via the Shopee application. The research uses quantitative method where observation was done through a total of 45 companies registered in the Shopee as a sample of data with a sales period of breastfeeding clothes from 2015 to 2022. The collected data was then plotted through a graph and analyzed to see the correlation using statistical method. The results of the research show that although the number of companies selling breastfeeding clothes continues to increase every year (X), sales of breastfeeding clothes also continue to increase every year (Y), this shows that the influence of online advertising and product discounts has a positive impact on the sales volume of breastfeeding clothing products.

Keywords: Online Advertising, Product Discount, Sales Volume, Breastfeeding Clothes Product, Online Stores.

INTRODUCTION

In this modern era, technological developments have accelerated rapidly, especially in the field of information technology where laptops or cellphones are used every day in society. By using a laptop or cellphone, we can buy clothing needs easily without leaving the house, such as shopping for clothes online at an online shop. Some online shop operates in the clothing sector specifically for breastfeeding mothers are available on the Shopee application. Special clothes for breastfeeding mothers are made to make it easier when breastfeeding mothers are in public places when they want to give breast milk without any worries. The clothes are developed with designs that are still fashionable and have the function of making it easier when mothers want to breastfeed (Ulya et al., 2023). An online shop is a type of shop that sells products online using the internet where consumers can ask anything about the product they want to buy. According to BPS data, there were 34.10% of businesses carrying out e-commerce activities as of September 15 2022. This percentage increased compared to December 31 2021 which was 32.23% (Rizaty, 2022), while according to We Are Social it was 205 million or 73.7% the number of internet users will increase by 1% in 2022 compared to last year (Karnadi, 2022). The internet has provided benefits to everyday life such as

convenience in shopping. In contrast to the past where shopping activities were carried out in shops and paying directly to the seller, now shopping activities can be done anywhere and at any time with an online payment system where buyers or sellers do not need to meet face to face just by using a cellphone or laptop (Renaningsih, 2018).

According to a survey by the Indonesian Internet Service Providers Association (APJII), internet usage behavior in Indonesia based on the device used, namely cellphones, is 89.03%, while laptops are 0.73% and both (laptops and cellphones) are 10.24% in 2022 (Arif, 2022). With the help of internet access using a gadget, online shopping can be done via applications that can be downloaded via the Play Store and App Store. Online shopping via gadgets is called mobile shopping, this certainly makes it easier for people to shop for daily necessities because it makes shopping easy and can be done anywhere and at any time (Renaningsih, 2018). According to a survey by the Indonesian Internet Service Providers Association (APJII), Indonesian internet usage behavior is based on internet content that is frequently accessed, namely online shopping, as much as 21.26% (Arif, 2022). Online shopping has become a choice for many consumers to obtain the goods they want without using a lot of time and energy, it is easy to carry out transactions at quite competitive prices and good quality goods (Wahyuni et al., 2019). This situation makes business people have opportunities and ideas to develop businesses providing services that are easily accessible to the public (Renaningsih, 2018) resulting in the creation of tight competition against fellow companies to produce similar products. To face this competition, companies are forced to be oriented towards marketing activities. Marketing activities carried out by the company must be able to provide satisfaction to consumers. So it can be said that marketing plays an important role in supporting company activities in increasing sales volume (Andira, 2018). Apart from marketing activities to increase sales volume, getting maximum profits is one of the company's goals.

Previous research that is quite relevant is contained in this research, including: 1) Research on the Use of Instagram Social Media in Managing Online Business for MSMEs uses descriptive qualitative research methods with the research results obtained namely that Instagram has a positive impact on small businesses @kunyeman_ because it can increase sales, expand marketing and increase sales (Fitria et al., 2021). 2) Research on Discount Strategy Analysis of Sales Volume at Shopee (Case Study of Mekaya_Im) uses a qualitative descriptive method with the research results obtained namely the discount strategy by Mekaya_Im to increase sales volume for one year by optimizing the features available on the Shopee application, such as vouchers and shop promotions (Millania et al., 2024). 3) Research on the Influence of Social Media, Advertising and Resellers on Marketing Strategies in Increasing Sales in SMEs for Croccante Chips Snack Food Products using quantitative descriptive methods with the research results obtained namely that the higher the influence of social media, advertising and resellers, the higher the level of product sales. (Erwinson & Sulisty, 2023). 4) Research on the Effect of Advertising and Price Discounts on Sales Volume at PT. Kalbe Nutritionals Makassar uses qualitative methods with the research results obtained, namely that advertising and price discounts together have a positive effect by looking at the F test value, which is 3.20 (Andira, 2018). 5) Research on the Effect of Advertising and Price Discounts on CV Sales Volume. ACR Diesel uses descriptive quantitative methods with the research results obtained, namely that simultaneously or partially advertising and price cuts have an effect on sales volume (Miarso, 2023).

Different from the previous research where uses descriptive qualitative research methods, this research will use quantitative method where observation was done through number of companies registered in the Shopee with a sales period of breastfeeding clothes from 2015 to 2022. The total sales volume of breastfeeding clothes is plotted against the number of companies through a graph and analyzed to see the correlation by using statistical method. Number of companies will be representing the number of online advertising and product discounts where assume is done by each company equally.

Sales volume is a measure that shows the number or size of goods or services sold. The higher the sales volume, the more profits earned will increase, so the company will be able to survive, grow and develop further, and be resilient in overcoming the influence of ever-changing environmental factors (Afif & Krisdianto, 2020). To increase sales volume, companies must be able to market their products well (Elvera & Astarina, 2020), namely by carrying out online advertising activities and providing discounts. Advertising is a message from a brand, product or company that is conveyed to the audience through the media. Effective advertising not only conveys information, but also

conveys messages that will create a positive image for consumers. Advertising functions to inform about a product or service or company profits, as a persuasive means to persuade consumers to buy certain brands and as a medium to remind consumers of a product or service. Currently advertising is not only carried out through print and electronic media such as radio and television, but can also be done through various media, one of which is internet media (Abbas et al., 2022).

Discounts are a simple form of sales promotion. Companies can carry out sales strategies in the form of discounts on products offered to consumers. There are discounts given by each company in marketing their products which can arouse consumer interest in owning and buying these products. Discounts make consumers respond more quickly if this discount is communicated through social media advertisements such as Instagram Ads, this discount information will reach more followers and non-followers who can see the advertisements that appear on the consumer's social media account (Muhiban & Saniyyah, 2022).

Based on the problem above, this research will examine the influence of online advertising and product discounts on product sales volume on moubii.id, so that through this research it can be a recommendation to moubii.id that online advertising and discounts are very important in effort to increase income from business which is executed. Apart from that, the higher the influence of online advertising and product discounts, the higher the product sales volume (Erwinson & Sulisty, 2023).

The operational definition has two independent variables, where the independent variable (X1) is online advertising and the independent variable (X2) is product discounts and the dependent variable (Y) is sales volume.

Variable (X1) is an online advertisement whose duration includes the length of use and the period of use of the online advertisement. Meanwhile, attention includes the number of online advertisements used and frequency includes how long online advertisements are used.

Variable (X2) is a product discount whose duration includes the period of time for using the product discount. Meanwhile, attention includes the number of discounts used and discount attention to the product and frequency includes how long the discount is used on the product.

The variable (Y) is sales volume where sales volume is the number of units of a product sold by the company and the higher the sales volume obtained, the better the marketing strategy implemented by the company (Nurchahyo & Wahyuati, 2016) .

Based on the description above, a line of thought can be put forward to explain the problem which is a conceptual framework as in Figure 1.

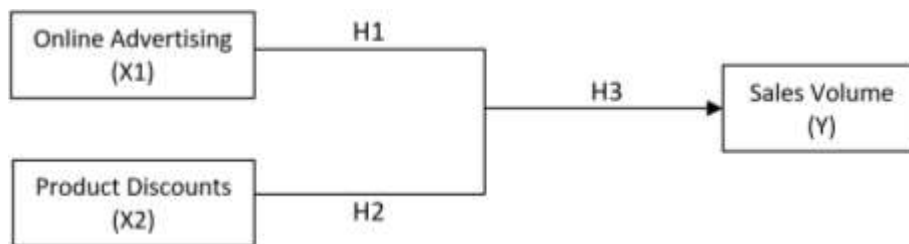


Figure 1. Conceptual Framework

Source: author's work.

Where:

X1 : Online Advertising.

X2 : Product Discounts.

Y : Sales Volume.

H1 : There is an influence of the use of online advertising on the sales volume of breastfeeding clothing products in online stores.

H2 : There is an influence of the use of product discounts on the sales volume of breastfeeding clothing products in online stores.

H3 : There is an influence of the use of online advertising and product discounts on the sales volume of breastfeeding clothing products in online stores.

This research will examine the influence of online advertising and product discounts on product sales volume, so that through this research it can be a recommendation to companies in general that online advertising and products discounts are very important in effort to increase income from business which is executed.

LITERATURE REVIEW

In the research, (Fitria et al., 2021) explained that the MSME online business @kuyeman_ has used Instagram social media in managing its business, because @kunyeman_ plays an active role in marketing via Instagram social media to expand market reach and increase purchases. The aim of the research is to analyze the use of Instagram social media in marketing online business for MSMEs @kunyeman_. The results obtained are that Instagram can be used as a strategy in marketing MSMEs, especially @kunyeman_ MSMEs. Instagram has a positive impact on small businesses @kunyeman_ because it can increase sales, expand marketing and increase sales. (Millania et al., 2024) research aims to analyze and understand the impact of discounts on Mekaya_im's sales volume for one year. The results obtained are Mekaya_im's discount strategy to increase sales volume for one year by optimizing the features available on the Shopee application, such as vouchers and shop promos. In addition, a variety of payment methods, including COD, Shopeepay, Shopeepayletter, Seabank, COD-Check first, bank transfer, and others, are also provided to make the payment process easier for buyers. (Erwinson & Sulisty, 2023) research shows that the right marketing strategy will greatly influence the increase in product sales both online and offline. The aim of the research is to see the influence of social media, advertising and resellers in increasing sales of SME Croccante Chips snack products. The results obtained are that there is a positive and significant relationship between social media, advertising and resellers (X) on the level of sales (Y) of 52.2%, so it can be said that the higher the influence of social media, advertising and resellers, the higher the level of product sales. (Andira, 2018) research aims to find out and analyze advertising and price cuts on sales volume at PT. Kalbe Nutritionals Makassar. The results obtained are that data showing advertisements and price discounts together has a positive effect by looking at the F test value, namely 3.20, thus $F_{count} > F_{table}$ (409.036 is greater than 3.20) with a significant level of $0.000 < 0.05$, while the variable which has more influence on sales volume is advertising by looking at the R Square value of advertising, $0.946 = 94.6\%$, greater than the R value of price cuts of $0.734 = 73.4\%$. In research, (Miarso, 2023) explain the problem, where companies rarely carry out advertising activities and provide discounts to consumers who have made frequent purchases, causing a decline in sales volume. The aim of the research is to determine the effect of advertising and price cuts on sales volume CV. ACR Diesel. The results obtained show that advertising and price cuts simultaneously or partially influence sales volume.

METHODOLOGY

In this research, the research method used is quantitative research where observation was done through a total of 45 companies registered in the Shopee as a sample of data with a sales period of breastfeeding clothes from 2015 to 2022.

The independent variable (X1), online advertising, and the independent variable (X2), product discounts, both will be replaced by (X), number of companies registered in the Shopee with a sales period of breastfeeding clothes from 2015 to 2022. This approach is performed based on facts that online companies will be known by public if the company is putting an online advertising and other efforts such as product discounts. Assume online advertising and product discounts were done by each company equally.

Based on the description above, a line of thought can be put forward to explain the problem with methodology framework as in Figure 2.

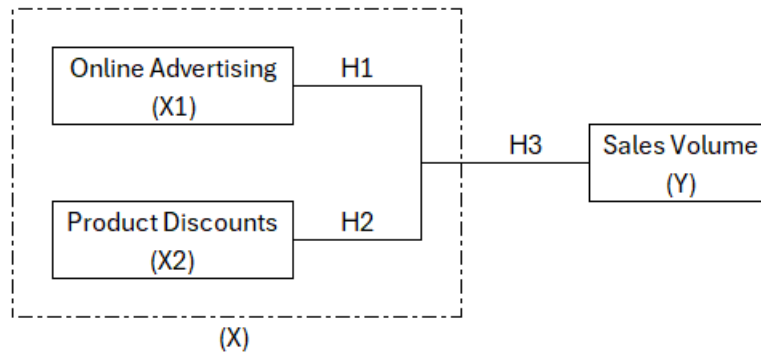


Figure 2. Methodology Framework

Source: author's work.

Where:

X : Number of Online Company.

X1 : Online Advertising.

X2 : Product Discounts.

Y : Sales Volume.

H1 : There is an influence of the use of online advertising on the sales volume of breastfeeding clothing products in online stores.

H2 : There is an influence of the use of product discounts on the sales volume of breastfeeding clothing products in online stores.

H3 : There is an influence of the use of online advertising and product discounts on the sales volume of breastfeeding clothing products in online stores.

The data analysis technique used in this research is simple linear regression. Linear regression analysis is a statistical technique that can be used to explain the influence of independent variables on dependent variables. The regression equation makes it possible to predict the values of a dependent variable from the values of one or more independent variables. An independent variable is a variable whose value is known, while a dependent variable is a variable whose value is not yet known and which will be predicted (Fenda Refiantoro et al., 2022).

RESULT AND DISCUSSION

Since 2015, online advertising has grown rapidly, making it possible for someone to open an online business where opening an offline or physical business is not yet possible because they don't have a shop, so merchandise is stored at home with goods sent to customers via a goods delivery service. Thus, marketing of goods only relies on online so that if a customer comes to see and buy goods, it can only be done online because there are no shops to visit.

Number of Breastfeeding Clothes Companies Per Year

There are still few breastfeeding clothing companies on Shopee e-commerce because there is not much desire to buy breastfeeding clothing from the public due to people's ignorance about online breastfeeding clothing companies. Therefore, online advertising and discounts need to be done so that people know and are interested in buying breastfeeding clothes online. Based on search results using the keyword breastfeeding clothes on Shopee e-

commerce, it can be analyzed that from 2015 to 2022 the number of breastfeeding clothes companies will continue to increase, as can be seen in Table 1 and Figure 2.

Table 1. Data on the Number of Breastfeeding Clothes Companies per Year

Year	Number of Breastfeeding Clothes Companies
2015	2
2016	6
2017	14
2018	21
2019	27
2020	35
2021	39
2022	45

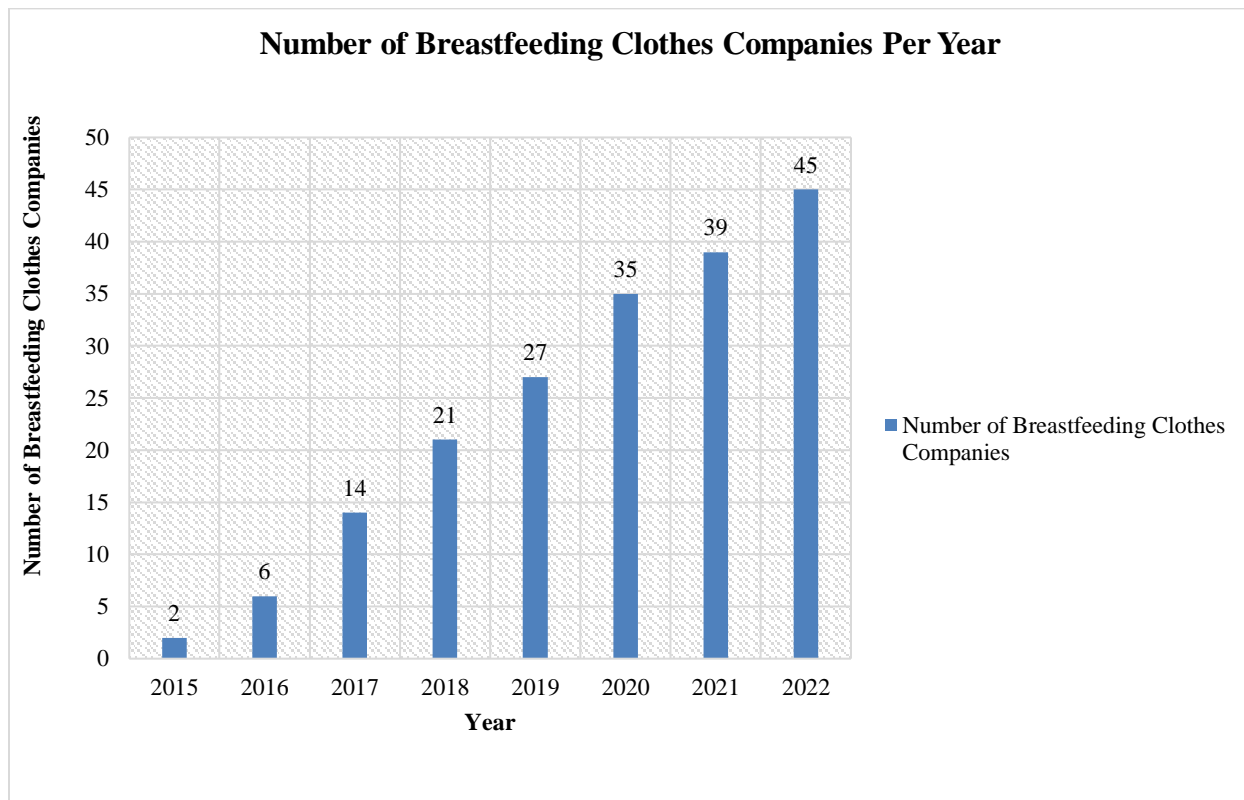


Figure 2. Number of breastfeeding clothes companies in year 2015 to 2022.

Table 1 and Figure 2 shows that the number of breastfeeding clothes companies in the shopee application from 2015 to 2022 has increased significantly. In 2015 only 2 breastfeeding clothes companies joined the shopee application, whereas in 2016 there were 6 breastfeeding clothes companies that joined and in 2017 to 2022,

breastfeeding clothes companies joining the Shopee application will experience a rapid increase, this is due to online advertising and discounts made by breastfeeding clothes companies, thereby attracting buyers to buy online.

Average Number of Breastfeeding Clothes Sold per Year

Data on the average number of breastfeeding clothes sold per year can be seen in Table 2 and Figure 3.

Table 2. Data on the Average Number of Breastfeeding Clothes Sold Per Year

Year	Average Breastfeeding Clothes Sold
2015	1675
2016	5233
2017	22471
2018	41354
2019	46339
2020	63142
2021	73558
2022	73846

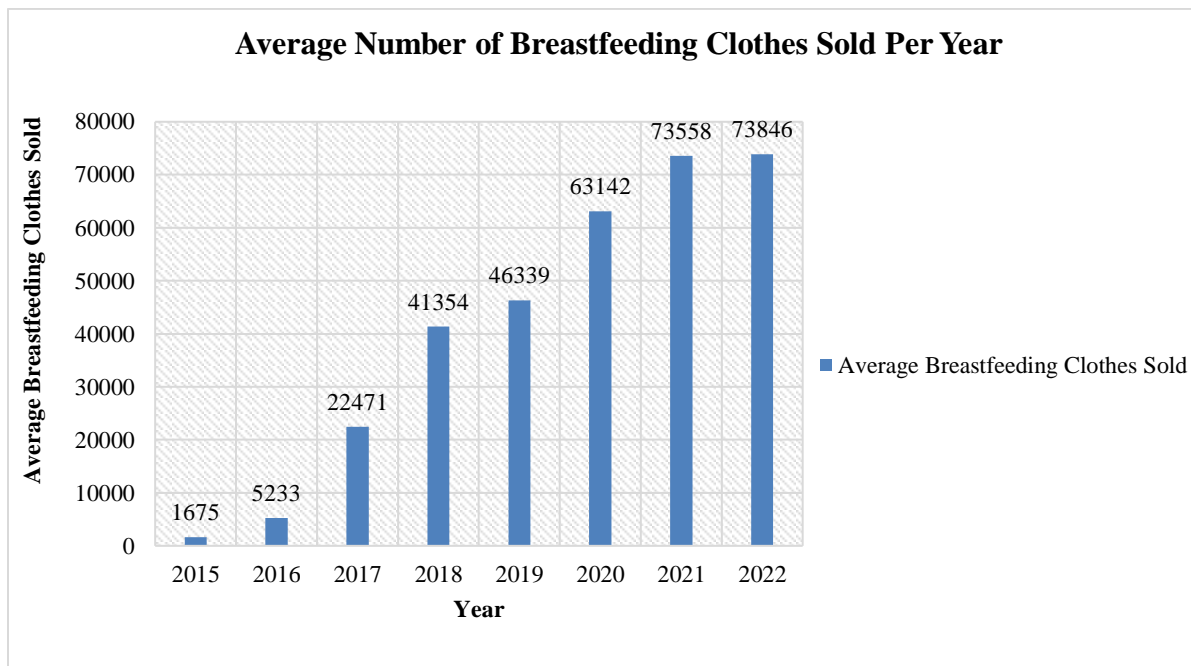


Figure 3. Average number of breastfeeding clothes sold per year

Table 2 and Figure 3 shows data regarding the average number of breastfeeding clothes sold per year. In 2015 the average number of breastfeeding clothes sold was only 1675 pieces, whereas in 2016 the average number of breastfeeding clothes sold was 5233 pieces and in 2017 to In 2022, the average number of breastfeeding clothes

sold per year on the Shopee application will increase rapidly, this is due to online advertising and discounts made by breastfeeding clothing companies, thereby attracting buyers to buy online.

Average Sales of Breastfeeding Clothes per Company

Data on the average number of breastfeeding clothes sold per year can be seen in Table 3 and Figure 4.

Table 3. Data on Average Sales of Breastfeeding Clothes Sold per Company

Year	Average Breastfeeding Clothes Sold Per Company
2015	838
2016	872
2017	1605
2018	1969
2019	1716
2020	1804
2021	1886
2022	1641

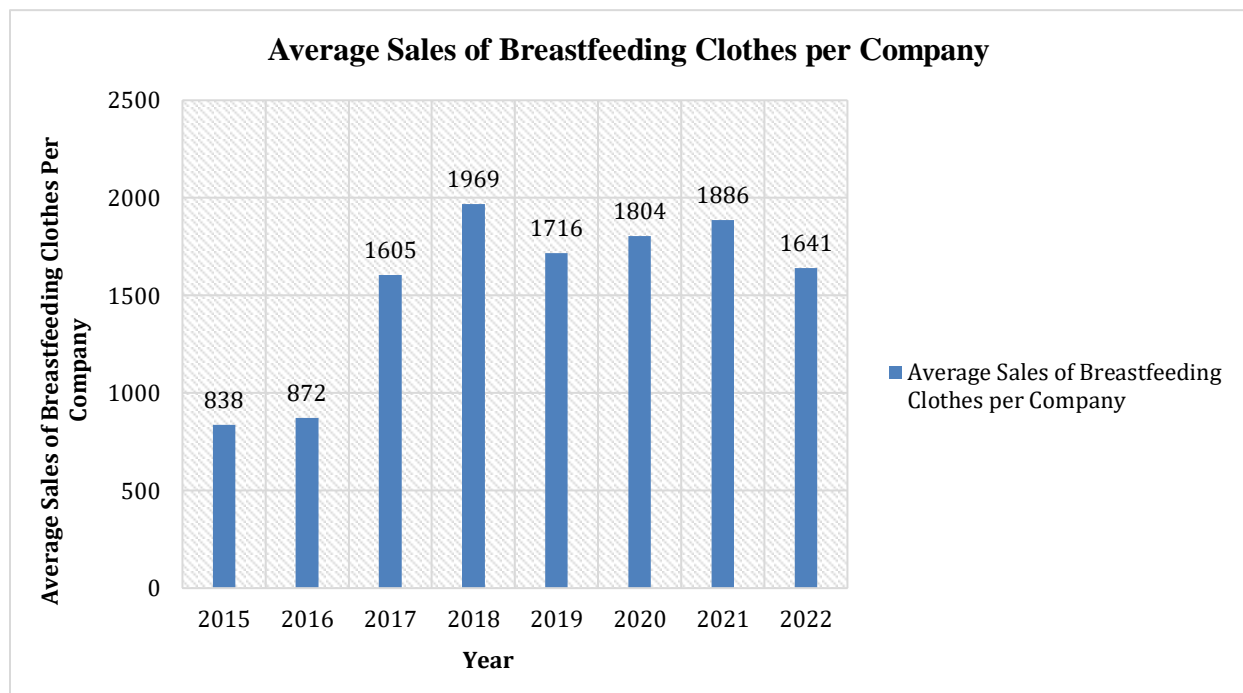


Figure 4. Average Sales of Breastfeeding Clothes Sold per Company

In Table 3 and Figure 4, from 2015 to 2016, the average number of breastfeeding clothes sold per company was 850 pieces, but only a few were sold because there were not many people willing to buy breastfeeding clothes online, whereas from 2017 to 2022 the average number of clothes was Breastfeeding sold per company has

increased rapidly, namely 1750 pieces, this is because the desire to buy breastfeeding clothes from the public has begun to increase online. Therefore, with the existence of online sales facilities such as advertising and discounts, people know and have the attraction to buy breastfeeding clothes online so that sales of nursing clothes sold by companies continue to increase.

Breastfeeding Clothes Sold vs Number of Breastfeeding Clothes Companies

Breastfeeding clothes are clothes designed for breastfeeding mothers, so the size of the clothes must be adjusted and the material used must be elastic so that they are comfortable to wear. Every year, Breastfeeding clothes have varied designs so that consumers don't get bored with monotonous designs. So every year many breastfeeding companies look for ways to meet this need so that the number of breastfeeding clothes sold increases every year.

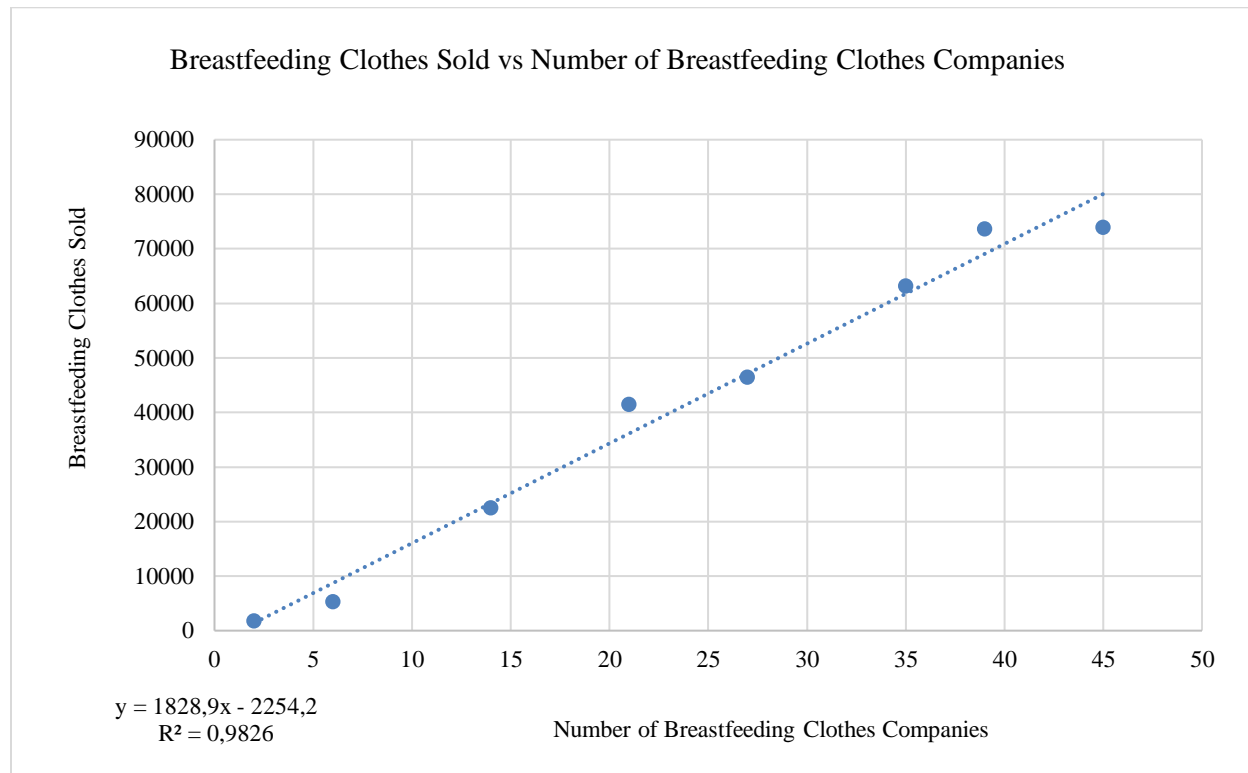


Figure 5. Breastfeeding clothes vs number of breastfeeding companies

In Figure 5 it can be seen that the breastfeeding clothes sold (dots) are close to a straight line or regression line and the value obtained is $R^2 = 0.9826$, which is close to the value of $R^2 = 1$, indicating that the straight line or regression line fits the data and shows almost perfect correlation between the two variables.

Based on Figure 5, the online breastfeeding clothes shop sales continue to increase along with companies selling breastfeeding clothes online which also increase. This shows that online marketing such as Instagram, Shopee and price cuts such as discounts are very effective in increasing sales and the influence of online advertising and product discounts has a positive impact on the sales volume of breastfeeding clothing products.

ADDITIONAL ANALYSIS ON MOUBII.ID

Moubii.id Analysis of Online Advertising

Moubii.id advertises online via Instagram so that its breastfeeding clothing products are known to the public. Instagram is a video and photo sharing social media platform that is very popular in Indonesia (Muhtar, 2023), so it is very easy to carry out online advertising such as breastfeeding clothes carried out by moubii.id which can be seen in Figure 6.

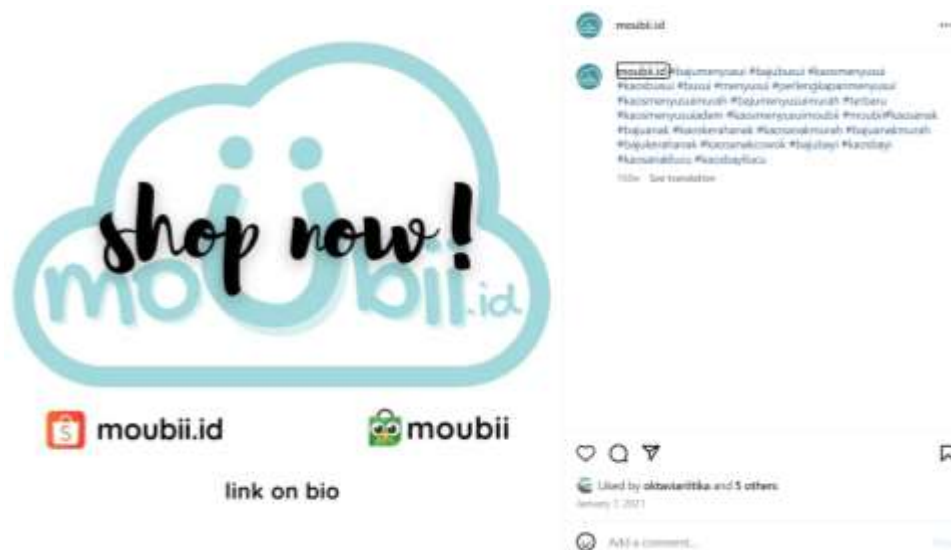


Figure 6. Online advertising on Instagram carried out by Moubii.id

In Figure 6 it can be seen that online advertising is a necessity for online stores in marketing their products, such as moubii.id which markets breastfeeding clothing products through online advertising, namely Instagram. Moubii.id carried out online advertising via Instagram at the same time as the completion of making breastfeeding clothing products. Moubii.id only has an online shop and does not have a physical shop because the breastfeeding clothing product business produced by moubii.id is only at home or you could say it is a home business. This is because moubii.id does not yet have a physical store. The results of research conducted by Hanifa and friends in the journal "Utilization of Instagram social media in Managing Online Business for MSMEs" show that Instagram can be used as a strategy in marketing MSMEs, especially MSMEs @kunyeman_. Instagram has a positive impact on small businesses @kunyeman_ because it can increase sales, expand marketing and increase sales (Fitria et al., 2021). Based on the results of research conducted by Hanifa and friends, it can be concluded that the research they conducted was successful.

The products sold by moubii.id are breastfeeding clothes, such as long breastfeeding t-shirts, breastfeeding semi-tunics and short breastfeeding t-shirts which can be seen in Figure 7, Figure 8 and Figure 9.



Figure 7. Long Breastfeeding T-shirt



Figure 8. Breastfeeding semi-tunic



Figure 9. Short Breastfeeding T-shirt

Figure 7, Figure 8 and Figure 9 are the results of online advertising via Instagram carried out by moubii.id in the form of breastfeeding clothes such as long breastfeeding t-shirts, breastfeeding semi-tunics and short breastfeeding t-shirts. This is done so that the public knows moubii.id products to attract buyers to buy online.

Moubii.id Analysis on Product Discounts

Product discounts are an obligation for business people or businesses, both small and large scale, so that people are interested in buying products sold in online stores such as Shopee e-commerce, especially clothing products such as breastfeeding clothes. By discounting products, online stores not only get quite large profits, but can use up remaining stock in warehouses, such as moubii.id which discounts breastfeeding clothing products and uses up product stock on breastfeeding clothing products. Moubii.id is offering discounts on breastfeeding clothing products in the middle of 2021. When the public launched its breastfeeding clothing products, moubii.id was less popular, this was because the prices offered by moubii.id were not cheap and there were also other online stores that offered lower prices. cheap. So there is a discount on breastfeeding clothing products by moubii.id. With discounts on breastfeeding clothing products in mid-2021, sales of breastfeeding clothing products on moubii.id are starting to attract interest from the public. So that breastfeeding clothing products on moubii.id have increased. The results of research conducted by Millania, Jehan Fitri and friends in the journal "Analysis of Discount Strategy on Sales Volume at Shopee (Case Study of Mekaya_Im)" show that Mekaya_im's discount strategy is to increase sales volume for one year by optimizing features. available on the Shopee application, such as vouchers and shop promos (Lamis et al., 2022). Based on the results of research conducted by Millania, Jehan Fitri and friends, it can be concluded that the research conducted has been successful.

Moubii.id Analysis of Product Sales Volume

Product sales volume is the most important factor for companies, especially for moubii.id, because the higher the product sales volume, the greater the profits obtained by looking at the size which shows the number of products sold. In order for product sales volume to increase, the activities that need to be carried out are online advertising and giving discounts so that product sales volume increases. The following are the results of sales of moubii.id brand breastfeeding clothing products on Shopee e-commerce using online advertising and product discounts for 12 months from November 2021 to October 2022 which can be seen in Table 4, Table 5, Table 6, Table 7, Table 8, Figure 10, Figure 11, Figure 12, Figure 13 and Figure 14.

The following is data on nursing clothing products from the moubii.id brand seen on Shopee e-commerce from November 2021 to October 2022 which can be seen in Table 4.

Table 4. Data on Products Viewed

Year	product viewed (pcs)
Nov-21	3946
Dec-21	10043
Jan-22	15862
Feb-22	15728
Mar-22	29084
Apr-22	32565
May-22	3613
Jun-22	2662
Jul-22	1701
Aug-22	550
Sep-22	-
Oct-22	360

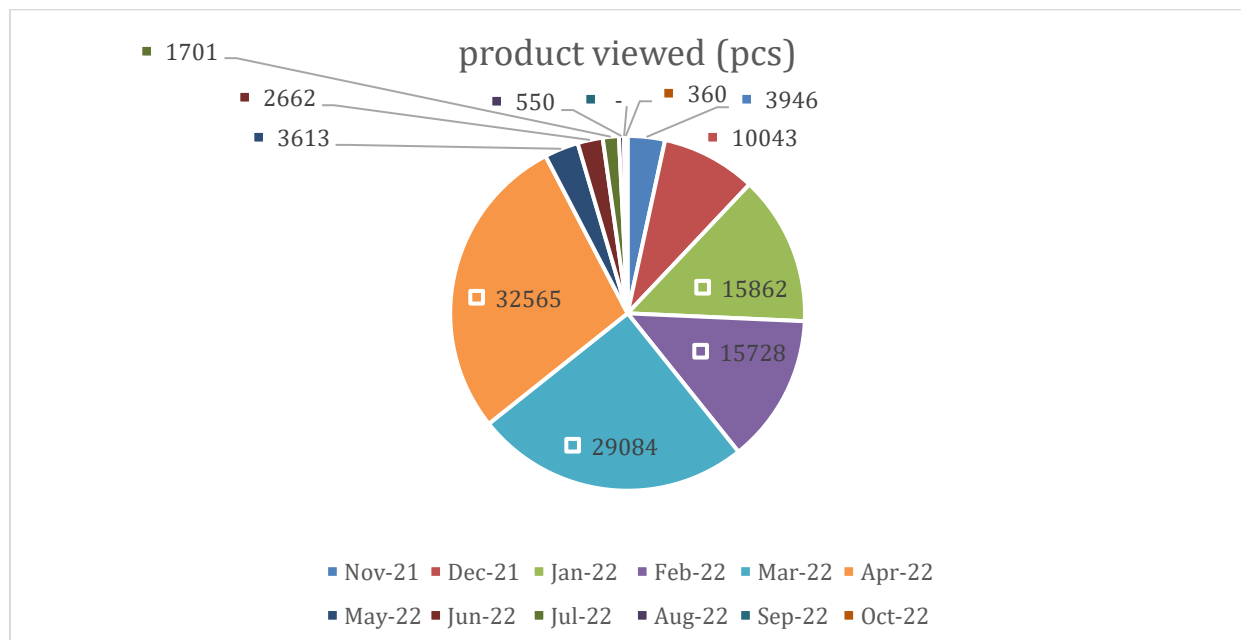


Figure 10. Products Viewed

In Table 4 and Figure 10, it can be seen that in November 2021 there were only 3946 breastfeeding clothing products seen on Shopee e-commerce, this is because they only advertise online, namely Instagram has not offered discounts on breastfeeding clothing products. Meanwhile, from December 2021 to April 2022, breastfeeding clothing products were seen to increase, this was because there were discounts on breastfeeding clothing products. From May 2022 to October 2022, breastfeeding clothing products were seen to decline, this was due to competitors, namely resellers who sold moubii.id brand breastfeeding clothing products at cheaper prices. In September 2022, there were no data or stripes for the breastfeeding clothing products seen because the breastfeeding clothes were sold out and the stock of nursing clothes was no longer available-

The following is data on buyers who purchased moubii.id brand breastfeeding clothing products on Shopee e-commerce from November 2021 to October 2022 which can be seen in Table 5.

Table 5. Data on Buyers

Year	Buyer (people)
Nov-21	14
Dec-21	76
Jan-22	103
Feb-22	99
Mar-22	142
Apr-22	283
May-22	19
Jun-22	17
Jul-22	11
Aug-22	2
Sep-22	-
Oct-22	2

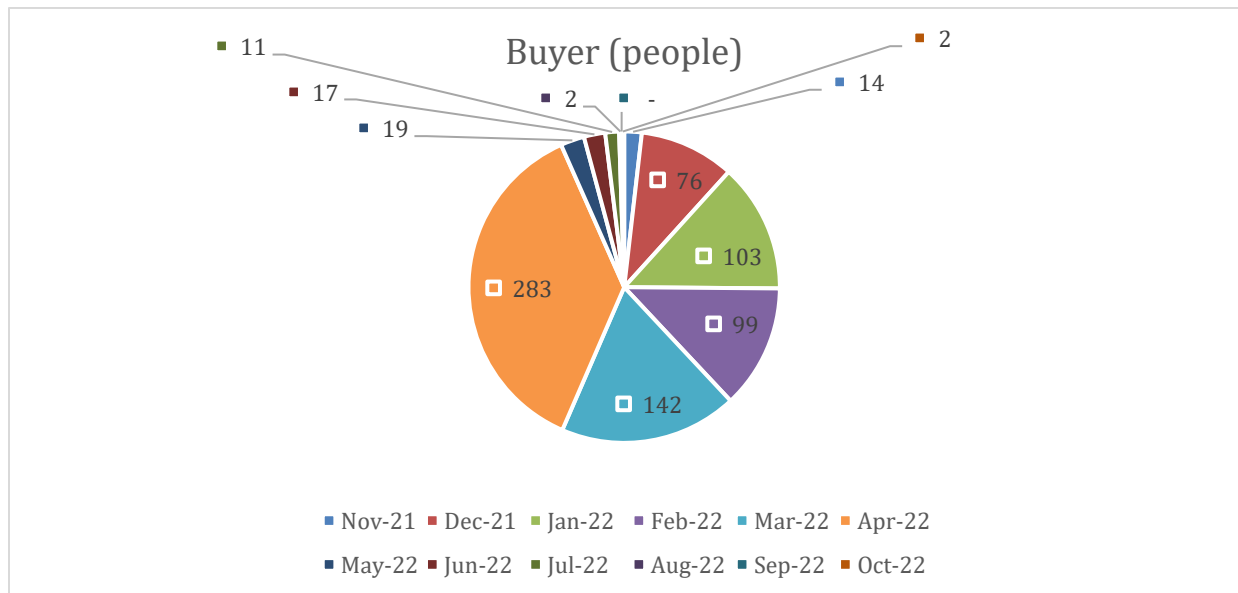


Figure 11. Buyer

In Table 5 and Figure 11, it can be seen that in November 2021 there were only 14 buyer who bought breastfeeding clothing products on Shopee e-commerce, this was because they only advertised online, namely Instagram had not offered discounts on breastfeeding clothing products. Meanwhile, from December 2021 to April 2022, buyers who purchased breastfeeding clothing products increased, this was due to discounts on breastfeeding clothing products. From May 2022 to October 2022, buyers who buy breastfeeding clothing products decrease, this is due to competitors, namely resellers who sell moubii.id brand breastfeeding clothing products at cheaper prices. In

September 2022, buyers who purchased breastfeeding clothing products had no data or strips because breastfeeding clothing was sold out and stock of breastfeeding clothing was no longer available.

The following is data on the total number of new buyers who purchased moubii.id brand breastfeeding clothing products on Shopee e-commerce from November 2021 to October 2022 which can be seen in Table 6.

Table 6. Data on Total New Buyers

Year	Total New Buyers (people)
Nov-21	12
Dec-21	72
Jan-22	103
Feb-22	97
Mar-22	135
Apr-22	277
May-22	19
Jun-22	17
Jul-22	11
Aug-22	2
Sep-22	-
Oct-22	2

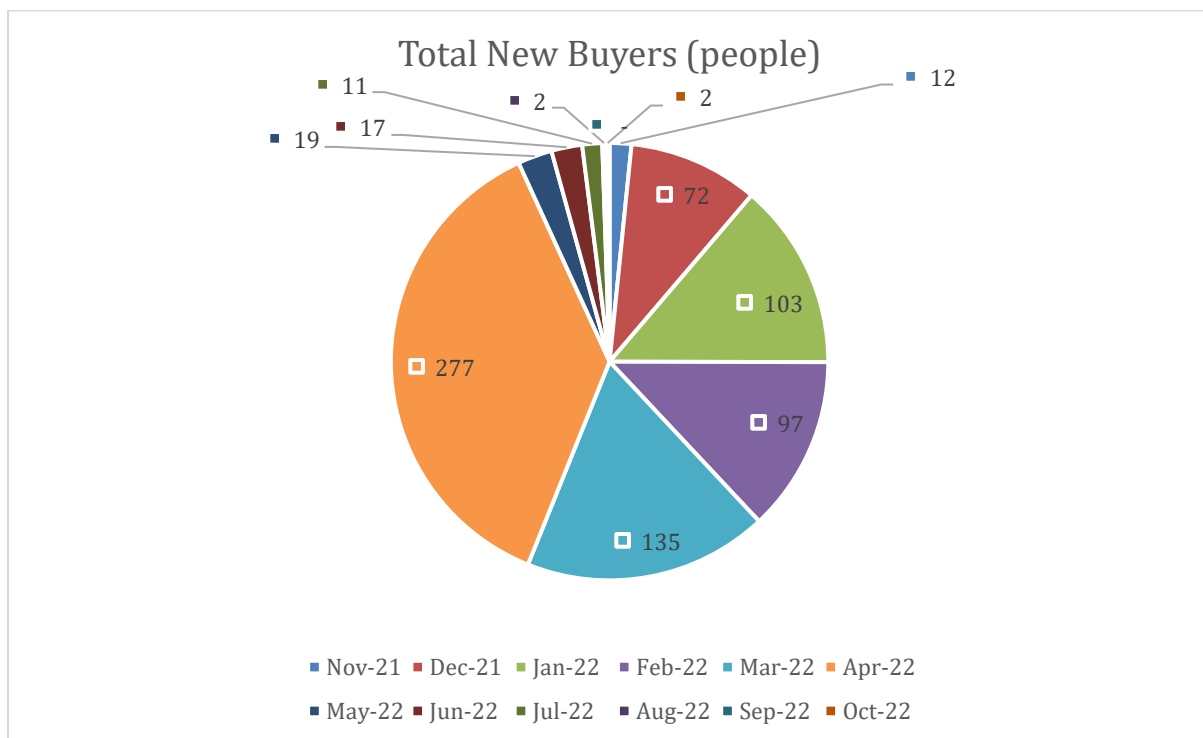


Figure 12. Total New Buyers

In Table 6 and Figure 12, it can be seen that in November 2021 the total number of new buyers who purchased breastfeeding clothing products on Shopee e-commerce was only 12 people, this is because they only advertise online, namely Instagram has not offered discounts on breastfeeding clothing products. Meanwhile, from December 2021 to April 2022, the total number of new buyers who purchased breastfeeding clothing products increased, this was due to discounts on breastfeeding clothing products. From May 2022 to October 2022, the total number of new buyers who purchased breastfeeding clothing products decreased, this was due to competitors, namely resellers who sold moubii.id brand breastfeeding clothing products at cheaper prices. In September 2022, there is no data or data on the total number of new buyers who purchased breastfeeding clothing products because breastfeeding clothing is sold out and stock of breastfeeding clothing is no longer available.

The following is data on total orders for nursing clothing products from the moubii.id brand on Shopee e-commerce from November 2021 to October 2022 which can be seen in Table 7.

Table 7. Data on Total Orders

Year	Total Orders (pcs)
Nov-21	14
Dec-21	85
Jan-22	111
Feb-22	108
Mar-22	147
Apr-22	290
May-22	20
Jun-22	17
Jul-22	11
Aug-22	2
Sep-22	-
Oct-22	4

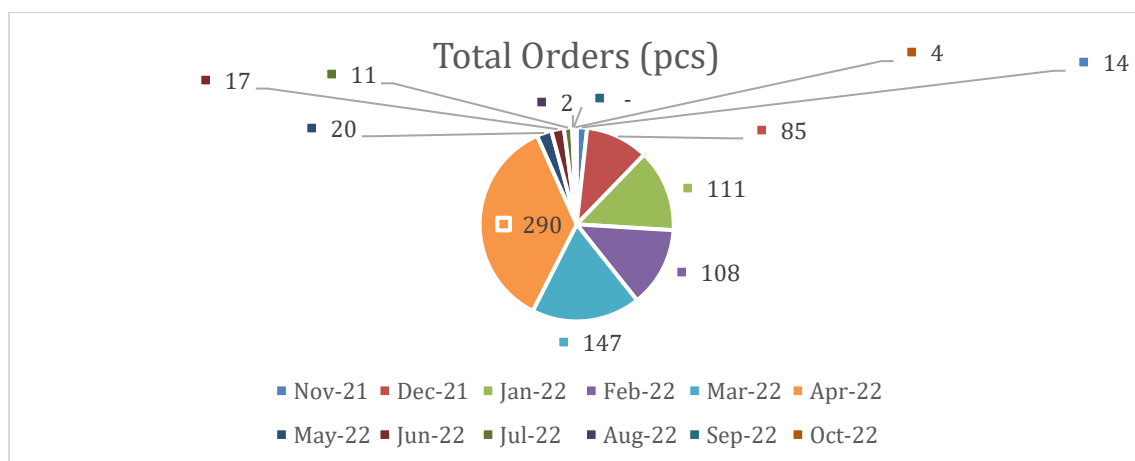


Figure 13. Total Orders

In Table 7 and Figure 13, it can be seen that in November 2021 the total orders for breastfeeding clothing products on Shopee e-commerce were only 14 pieces, this is because they only advertise online, namely Instagram has not offered discounts on breastfeeding clothing products. Meanwhile, from December 2021 to April 2022, total orders for breastfeeding clothing products increased, this was due to discounts on breastfeeding clothing products. From May 2022 to October 2022, total orders for breastfeeding clothing products decreased, this was due to competitors, namely resellers who sold moubii.id brand breastfeeding clothing products at cheaper prices. In September 2022 there is no data or data on total orders for breastfeeding clothing products because breastfeeding clothes are sold out and stock of nursing clothes is no longer available-

The following is data on total sales of moubii.id brand breastfeeding clothing products on Shopee e-commerce from November 2021 to October 2022 which can be seen in Table 8.

Table 8. Data on Total Sales

Year	Total Sales (idr)
Nov-21	875,480.00
Dec-21	4,809,857.00
Jan-22	6,703,881.00
Feb-22	6,680,373.00
Mar-22	8,401,906.00
Apr-22	17,606,139.00
May-22	1,570,927.00
Jun-22	1,294,058.00
Jul-22	11,121.00
Aug-22	20,154.00
Sep-22	-
Oct-22	23,435.00

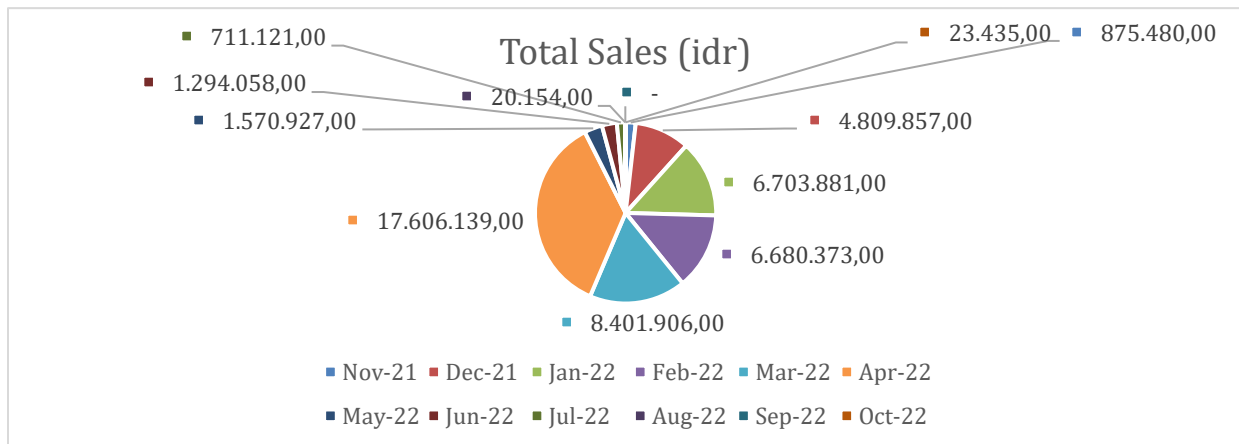


Figure 14. Total Sales

In Table 8 and Figure 14, it can be seen that in November 2021 the total sales of breastfeeding clothing products on Shopee e-commerce were only Rp. 875,480.00, this is because they only advertise online, namely Instagram has not offered discounts on breastfeeding clothing products. Meanwhile, from December 2021 to April 2022, total sales

of breastfeeding clothing products increased, this was due to discounts on breastfeeding clothing products. From May 2022 to October 2022, total sales of breastfeeding clothing products decreased, this was due to competitors, namely resellers who sold moubii.id brand breastfeeding clothing products at cheaper prices. In September 2022 there is no data or data on total sales of breastfeeding clothing products because breastfeeding clothes are sold out and stock of nursing clothes is no longer available.

CONCLUSION AND RECOMMENDATION

The research results show that although the number of companies selling breastfeeding clothes continues to increase every year (X), sales of breastfeeding clothes each year also continue to increase (Y), which shows that the influence of online advertising and product discounts has a positive impact on the sales volume of breastfeeding clothes products. To create a business in breastfeeding clothing products, online advertising and appropriate product discounts are needed so that sales are faster and breastfeeding clothing products are known to the public.

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