



Digital Promotion Strategy for Bastoh Brand New Product in Increasing Sales During the Ramadan Period

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ABSTRACT

This study aims to evaluate the effectiveness of an integrated digital promotion strategy for launching Brand Bastoh's new products to increase sales during the Ramadan period. Utilizing a descriptive qualitative approach, data were collected through in-depth interviews with the marketing manager, social media observation, and corporate documentation, which were then analyzed using the Miles and Huberman model. The results indicate that significantly increasing the digital advertising budget, involving over 200 affiliate partners, and collaborating with Key Opinion Leaders (KOLs) rapidly built brand awareness and consumer trust. Furthermore, Bastoh implemented a differentiation strategy using 100% exclusive embroidery with a no-restock scarcity policy to maintain premium brand positioning. A unique finding reveals the use of a tactical "Archive and Replace Storefront" method in the marketplace to mitigate consumer hesitation by acquiring instant social proof from previously successful products. In conclusion, the synergy between performance-based digital campaigns, scarce product differentiation, and marketplace storefront optimization successfully converted audience attention into substantial real sales during the peak Ramadan season

INTRODUCTION

The Muslim fashion industry in Indonesia has shown significant development along with changes in public perception, which regard Muslim clothing not only as a religious necessity but also as part of a digital lifestyle. This growth has driven very intense competition in the garment sector, requiring companies to implement promotional strategies that are responsive, adaptive, and data-driven to maintain their market position. This aligns with the concepts in Marketing Management, which emphasize that in the era of Artificial Intelligence Marketing, companies must be able to integrate technology and digital marketing creativity to create superior customer value and win the competition.

Nationally, data shows a consistent increase in the volume of Muslim fashion transactions over the past three years. Based on national data monitoring, in 2023, there was a recorded sales volume growth of 15% during the Ramadan period compared to regular months. Entering 2024, data from the Department of Industry and Trade shows a demand surge of up to 22%, driven by the massive use of e-commerce platforms. For the 2025 projection, sales volume is expected to continue increasing in line with economic recovery and MSME digitalization. At the local level, the Tasikmalaya City Department of Industry and Trade notes that the embroidery and garment industries contributed 35% to the Gross Regional Domestic Product (GRDP) of the creative industry sector in 2023, with the highest production peak always occurring in the first quarter leading up to Ramadan.

The utilization of digital marketing has become a primary strategy due to its efficiency in reaching a wide market segment and increasing measurable sales conversions. Bastoh, a koko shirt brand from Tasikmalaya established in 1999 under the umbrella of CV. Ramli, faced significant challenges when launching new products amid the tight algorithms of marketplaces. The low initial consumer trust in products that do not yet have reviews became a real obstacle that often resulted in low conversion rates due to suboptimal brand awareness. As a solution to address this issue during the Ramadhan peak season, Bastoh seeks to implement affiliate marketing strategies and collaborations with Key Opinion Leaders (KOLs). This strategy is designed to quickly build consumer trust, considering that KOLs play a very significant role in shaping perceptions and directing purchasing decisions in the digital era. This effort is also reinforced by a surge in the digital advertising budget to expand the reach of promotions.

The importance of brand reputation development acts as a crucial mediator in enhancing overall brand performance. This is highly relevant to Bastoh, which prioritizes quality to build a positive perception. Bastoh's main uniqueness lies in its strong product differentiation, where each koko shirt uses 100% authentic embroidery (not just printing or patches) with distinctive designs independently created. Additionally, Bastoh implements a scarcity strategy with a policy of not restocking; each pattern is produced in limited quantities and will not be reproduced. This policy provides high exclusivity value for consumers. As explained in consumer behavior literature, differentiation, product uniqueness,

and a strong brand image are key pillars in building customer loyalty and driving purchase intentions in a saturated market.

Previous research on digital marketing in the fashion industry generally focuses on nationally scaled fast-fashion brands with mass production systems, such as evaluating the effectiveness of digital promotions on Erigo, or efforts to build brand awareness at Urbain Inc. Although strategies like the use of affiliates and KOLs have been generally proven effective, academic literature still lacks studies on how effective the integration of such digital promotions is when applied specifically to the launch of "new products" with exclusive characteristics (scarcity strategy) released specifically during peak season moments such as the month of Ramadan. Based on market dynamics and the aforementioned research gap, a thorough empirical evaluation is needed to determine the extent to which these digital tactics can convert brand awareness into actual purchase decisions. Therefore, this study is designed to examine this phenomenon comprehensively under the title: 'Digital Promotion Strategy of New Brand Bastoh Products in Increasing Sales During the Ramadan Period.'

Research Objective

Based on the problem formulation above, this study has several main objectives as follows:

1. To analyze the implementation of digital promotion tactics – specifically the use of Key Opinion Leaders (KOL), affiliate marketing, and digital ads – in the launch of Brand Bastoh's new product in optimizing the Ramadan momentum.
2. To evaluate the role of product differentiation strategies (based on exclusivity and scarcity) in supporting digital campaigns and strengthening Bastoh's brand positioning amid competition in the Muslim fashion industry.
3. To measure and analyze the effectiveness of integrating these digital promotion strategies on consumer conversion rates and the increase in actual sales volume during the Ramadan peak season period.

LITERATURE REVIEW

Promotion Strategy

Promotion is a component of the marketing mix that serves to provide information and efforts to influence consumers to be interested in a product. Along with technological developments, promotion strategies have shifted towards digital through social media and marketplaces. The use of Key Opinion Leaders (KOLs) has become an important strategy in building consumer trust through product reviews and recommendations. This aligns with findings that store atmosphere in digital spaces and information communicated online significantly influence consumers' purchase intentions. In addition, the implementation of affiliate marketing has been proven to increase purchase interest through a performance-based commission system.

Digital Marketing

Digital marketing has transformed the traditional marketing paradigm into a more interactive and data-oriented approach. In the modern era, marketing has evolved into Artificial Intelligence Marketing, which utilizes algorithms to target audiences precisely. This transformation requires entrepreneurs to be flexible in managing communication channels in order to adapt to changes in consumer behavior within the digital ecosystem. An integrated content strategy between social media and e-commerce platforms becomes the key in strengthening relationships with the audience and driving sales.

New Product

The launch of a new product often faces challenges in the form of low initial consumer trust. Therefore, building brand awareness becomes a crucial aspect as it directly affects sales conversion, especially in the fast-moving fashion industry. Strong brand awareness, supported by pre-launch campaigns and interactive promotional strategies such as on TikTok, serves as a foundation for a new product to be accepted amid a competitive market.

Positioning and Brand Image

Positioning is a company's effort to build the image and uniqueness of a product to have a special place in the minds of target consumers. In the competitive fashion industry, strong differentiation – both in terms of material quality and aesthetic value – enables a brand to compete effectively. In addition to functional aspects, a positive reputation and brand image have been proven to act as a crucial mediator to maintain customer loyalty and brand performance amid the ever-changing market dynamics.

Increase in Sales During the Ramadan Period

Sales are a key indicator of the success of marketing strategies implemented by a company. During the Ramadan period, the Muslim fashion industry experiences a very large seasonal demand. Success in taking advantage of this momentum depends on the company's ability to integrate social media promotions with direct sales activities in the marketplace. This consistent integration not only creates an effective transaction flow for new products but is also supported by positive price perception and digital atmosphere, which collectively become determinants for consumers in making purchases.

METHODOLOGY

This study uses a qualitative approach with a descriptive method aimed at illustrating and analyzing in depth the digital promotion strategies of new products implemented by Brand Bastoh during the Ramadan period. The qualitative approach was chosen because it is able to provide a comprehensive understanding of the dynamics of marketing practices and the implementation of promotions that occur in the company's natural conditions.

This research was conducted during the period from January to March 2026, located at the headquarters of Brand Bastoh, Tasikmalaya. The research subject as well as the main informant in this study is the Marketing Manager of Brand Bastoh (determined through purposive sampling technique), who has authority and in-depth knowledge regarding campaign strategies. The research object is

focused on promotional activities for the launch of new products during the Ramadan period.

The data sources in this study are divided into two types:

1. Primary Data: Obtained directly through structured in-depth interviews with the Brand Bastoh Marketing Manager to acquire essential information regarding the planning of promotion strategies, differentiation policies (scarcity), utilization of Key Opinion Leaders (KOL), as well as the management of affiliates and digital advertising budgets.
2. Secondary Data: Obtained through non-participant observation of Brand Bastoh's promotional activities on social media platforms (Instagram and TikTok), internal company documentation related to the recapitulation of new product sales volume, as well as a literature review from relevant scientific journals.

The steps of this research are arranged chronologically, covering several stages:

1. Pre-Field Stage: Determination of problem formulation related to the challenges of marketplace algorithms and literature study on the effectiveness of digital promotion.
2. Data Collection Stage: Conducting in-depth interviews and recording strategic data such as details of advertising budget allocations and engagement metrics from the affiliate marketing system.
3. Observation Stage: Direct monitoring of Bastoh's social media account activities during the peak Ramadan period to measure audience responses to the campaign content.

Data analysis was conducted using the interactive model of Miles and Huberman, which consists of three main stages: data reduction (selecting and summarizing interview transcript results), data presentation (data display) systematically so that the flow of positioning strategy analysis is easily understood, and conclusion drawing.

To ensure the validity and credibility of the findings, this study uses Source Triangulation and Technique Triangulation. The researcher cross-checked the information obtained from interviews with the Marketing Manager with physical evidence in the form of digital platform analytics data (observation) and the company's internal sales reports (documentation).

RESULTS

Based on in-depth interviews with the Brand Bastoh Marketing Manager and field observations, the research findings related to marketing strategies during the Ramadan period can be described as follows:

Budget Intensification and Affiliation

Bastoh made a significant increase in the allocation of paid advertising budgets (Facebook Ads and Instagram Ads), reaching IDR 50,000,000 during the month of Ramadan, compared to the regular average of IDR 7,000,000 (Personal Interview, 2026). In addition, Bastoh activated an affiliate marketing network involving more than 200 affiliate partners with performance-based commissions of 3% to 5%, and collaborated with Key Opinion Leaders (KOLs) such as Bara and Badrus.

Scarcity Policy and Brand Signature

At Bastoh, exclusive embroidery details (in-house design) are highlighted as a brand signature. This product is marketed with a scarcity policy, where production is limited per motif without any restock system (Personal Interview, 2026).



Picture 1. Bastoh Digital Storefront on E-commerce Platform
Source: (Processed Primary Data, 2026)

Tactic "Archive and Replace Storefront"

In the realm of e-commerce operations, Bastoh implements the "Replace Storefront" tactic. New products are migrated into the link structure of the old product storefronts that already have thousands of reviews and high ratings to mitigate zero-sales barriers. The implementation of this entire strategy recorded a sales increase of 60% increase in sales or sold out within 1 month before Ramadhan (Personal Interview, 2026).

DISCUSSION

Field findings indicate that Bastoh's digital strategy integration has proven effective in winning competition during seasonal moments.

Effectiveness of Integrated Digital Promotion

The increase in advertising budget carried out by Bastoh aligns with the view that digital intensification is crucial to expanding reach and strengthening brand awareness during competitive moments. The success of involving affiliates and KOLs (such as Bara and Badrus) validates findings and affirms that third parties are very effective in building trust and driving purchase interest.

Impact of Scarcity And Brand Positioning

The scarcity policy and the use of exclusive embroidery have proven successful in becoming a brand signature that differentiates Bastoh from competitors engaged in price wars. This aligns with the concept of Marketing Management and studies that state that the uniqueness of visual identity is crucial in maintaining brand reputation and brand performance.

Sales Conversion Through Social Proof

The "Change Display" operational tactic carried out by Bastoh is a tactical step to obtain instant social proof. The success of this tactic confirms studies that emphasize that audience attention from social media will only convert into actual transactions if supported by technical readiness and consumer trust evidence within the marketplace platform itself.

CONCLUSIONS

Based on the results of the research and discussion, it can be concluded that the integration of progressive digital promotion strategies has proven to be very effective in optimizing the seasonal momentum of Ramadan for Brand Bastoh's new products. Increasing digital advertising budget allocation, strategically combined with the engagement of affiliate marketing networks and collaboration with Key Opinion Leaders (KOLs), successfully builds brand awareness and initial consumer trust quickly through a performance-based approach. The success of this digital exposure is strongly supported by a premium brand positioning strategy focused on product differentiation, where the use of 100% authentic embroidery as a brand signature is combined with a scarcity policy without a restock system. This strategy empirically creates high exclusivity value, preventing the brand from falling into the price war trap and validating the perception of quality in the eyes of consumers.

Furthermore, the surge in sales volume during the peak Ramadan period proves that the conversion from brand awareness to actual transactions is heavily determined by the cleverness of operational strategies on the marketplace platform. The use of the "Archive and Replace Storefront" tactic became a crucial solution to mitigate buyers' doubts about new products. By placing new products on the old storefront links that already had thousands of positive reviews, the company successfully acquired social proof instantly. It is the synergy between digital campaigns on social media and technical optimization on the marketplace that ultimately successfully drives purchase intent and realizes significant sales growth for Brand Bastoh.

RECOMMENDATIONS

Based on the conclusions drawn, there are several practical implications and implementations of the results of this study that can be applied by companies as well as future researchers:

1. **Operational Tactical Implementation:** Muslim fashion business players, particularly the Bastoh Brand, can re-implement the scarcity strategy formula and the "Change the Showcase" tactic not only during Ramadan, but also during other peak season moments such as the twin date campaign (Harbolnas) or before Eid al-Adha to maximize return on investment (ROI).
2. **Implementation of Customer Relationship Management (CRM):** Companies are advised to implement a Customer Relationship Management (CRM) system post-Ramadhan. The mass consumer data successfully acquired during the momentum of this new product launch should be managed and re-targeted to create a cycle of repeat purchases in the regular months.
3. **Academic Implementation (Future Research Recommendations):** Theoretically, the operational findings in this qualitative study can be implemented as a hypothesis foundation for subsequent research. It is recommended to use a quantitative analysis approach to statistically measure the extent of the influence of each instrument (KOLs, affiliate commissions, and embroidery visuals) on sales conversion rates on digital platforms.

FURTHER STUDY

Every research study is not free from limitations, which at the same time opens opportunities for the development of future studies. This research has several main limitations. First, in terms of methodology, this study uses a descriptive qualitative approach with a single case study design that only focuses on one brand (Brand Bastoh). This causes the research findings – such as the effectiveness of the "Change Display" tactic and scarcity strategy – to be specific to the context of that company and may not be directly generalizable to macro-scale fashion brands or non-fashion industries. Second, the temporal focus of this research is very limited to the peak season period (Ramadan month), so the dynamics of sales and consumer responses during regular periods (outside of the fasting month) have not been well mapped.

Based on these limitations, there are several suggestions for further investigations. Future researchers are highly recommended to use a quantitative approach to statistically test these qualitative findings, for example by measuring the percentage of the influence of Key Opinion Leader (KOL) variables, affiliate reviews, and visual design (brand signature) on consumers' final purchase decisions. In addition, a comparative study that compares digital promotion strategies among several competing Muslim fashion brands can provide more comprehensive industry insights. Lastly, further investigation into post-purchase behavior, such as the level of loyalty and repurchase intention of consumers after the Ramadan period ends, would greatly complement the literature on customer retention in the e-commerce ecosystem.

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