

Zeebeads Beading Branding Using the Promotion Mix Strategy to Increase Sales Volume in Java

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Article Info

Article history:

Received 24/06/2025

Accepted 15/07/2025

Keywords:

Labelling, Brand, Promotion Mix, Sales, Advertising, Public Relations, Personal Selling, Word of Mouth, Direct Marketing, Sales Promotion

ABSTRAK

The Zeebeads brand, which has been running since 2023, focuses on accessories and jewellery made from beads. In 2024, the Zeebeads brand experienced a drastic decline in sales, making this project a study. This study aims to increase sales volume in the Java island market. By branding using a promotion mix strategy consisting of 6 types, namely advertising, personal selling, public relations, WOM, sales promotion, and direct marketing. Among these strategies, the most effective is direct marketing. In addition, other strategies are indeed quite influential in increasing sales volume but not yet optimal and need to be improved again. This research contributes in the form of activities that run from 2023 to 2025 and proves the results of the strategies that have been carried out.



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INTRODUCTION

Relentless innovation in the fashion industry continues to drive product development, with jewellery standing out as a means of beautification. Since ancient times, jewellery has served as a body adornment, and according to (Anjelita et al., 2019) it has important aesthetic value. Today, one jewellery product that is experiencing rapid development and is in demand globally is beads. Beads, which vary from small to large grains, are made from a variety of materials such as glass, plastic, wood, and stone, which are then put together into accessories such as bracelets or other products.

Data from Google Trends (2024) clearly shows that Indonesian consumers' interest in beads is much higher compared to other jewellery such as Pandora bracelets and gold and silver jewellery over the past five years. Specific observations on the island of Java (2019-2024 period) reveal that Central Java has the highest interest in beads (80%), followed by East Java (75%), and Yogyakarta Special Region (71%). Meanwhile, DKI Jakarta showed the lowest interest (47%). This comparison highlights how interest in beads significantly outperforms Pandora (17-51%) and gold/silver jewellery (only 2-3%), indicating a huge market opportunity but also intense competition in the world of entrepreneurship.

Amidst these market dynamics, the Zeebeads brand was founded in 2023, focusing on the production of beaded jewellery with a unique customisation system that carries the slogan "Decide your own vibe." Zeebeads' main target market is women aged 12-18. Despite selling 639 products between 2023 and 2024, Zeebeads' current sales are still concentrated in the Jakarta and Depok areas, and the brand's promotion strategy is considered weak. Sales data also shows a shift in consumer interest: rings, bracelets, and keychains have seen a decline in demand, while necklaces and mobile phone hangers have seen an increase in new interest. This situation is exacerbated by the dominance of competitors such as the Epochi brand in the bead market.

Looking at the potential of the expanding bead market and the competitive challenges that exist, as well as the need to optimise promotional strategies, this study aims to analyse the implementation

of promotion mix strategies in Zeebeads' branding efforts and increase sales volume throughout Java. Thus, this research is expected to provide valuable insights for Zeebeads to expand its market reach and increase competitiveness amidst the increasingly competitive bead industry.

LITERATURE REVIEW

Branding Theory

According to Kotler & Keller (2021) Branding is the process of providing products and services with brand strength, this activity provides consumer knowledge about products and services in the right way in purchasing decisions and provides value to the company. The objectives of branding according to Anagari (2021) are (1) increasing public trust in a brand (2) building public trust in the brand (3) shaping public perceptions of a brand and (4) building public love and loyalty to the brand. The following 4 brand functions according to (Susanti et al., 2023) are as product differentiators, product promotion and attractiveness, image building, confidence, quality assurance of branding functions and brand market control. Branding elements according to (Sitorus, 2020) are brand and colour. And indicators according to (Fauzi, 2021) are providing accurate information, differentiating companies and products from competitors.

Promotion Mix Theory

Promotion mix according to Winardi in Ananda (2023) is a strategy that includes a combination of various promotional elements used by companies or organisations to communicate the value of products or services to their target markets. This includes various tools and tactics such as advertising, personal selling, sales promotion, public relations, and direct marketing tools. According to Ananda (2023) the main purpose of the promotion mix is to influence consumer behaviour, create product awareness, and motivate customers to take certain actions, such as buying products or services. Promotion mix strategies according to Tanjung (2020) are advertising, personal selling, sales promotion, public relations and publicity, word of mouth marketing, and direct marketing.

Sales Theory

According to Al Muftin & Hidayat (2024) the definition of sales is the total amount charged to customers for merchandise sold, including cash and credit. Meanwhile, sales volume according to Novitasari et al. (2021) states that sales volume can be measured in two ways, namely first, achieving sales targets, which can be measured by product units sold. Second, the increase in the number of sales, increased profits obtained from the total value of the company's real sales in a certain period. The sales function according to Tyas et al. (2023) is to receive an order letter from the buyer, revise the client's order to add information that is not yet on the order, seek credit authorisation, select a delivery date, and fill the delivery order. Types of sales according to Betah et al. (2021), cited in Anggreani (2017: 11) classifies the types of sales as trade selling, missionary selling, technical selling, new business selling and responsive selling. And the indicators of sales volume according to Novitasari et al. (2021) are achieving sales volume, making a profit, supporting company growth (through digital market expansion).

RESEARCH METHODS

About Zeebeads



Source: Processed Zeebeads (2025)
Figure 1. Zeebeads Brand Logo

Zeebeads is a beaded accessory brand founded in June 2023. The brand focuses on customisable bead products at affordable prices, which is its main advantage. The Zeebeads logo features the name "Zeebeads.id" with a star above the letter "e" that symbolises positivity and uniqueness, and the slogan "Decide your own vibe" that emphasises product personalisation. The background of the logo is pink for a feminine impression.

Zeebeads' main target consumers are adolescent girls aged 12-18 years old (equivalent to elementary, junior high, high school), although they also cater to ages below and above that range as additional consumers. Economically, Zeebeads targets the lower-middle segment, with geographical coverage in East Jakarta and Depok. Their target customers are those who like to follow trends, collect jewellery and accessories, and impulse buyers who are interested in cute products at affordable prices.

For the business status that Zeebeads has, it is an individual MSME engaged in the creative handicraft industry. This business not only focuses on selling finished products or customisation services, but also seeks to build a positive company image.

Business Location

Zeebeads business has 2 locations, namely online and offline. Zeebeads offline business currently Zeebeads does not have an official store but only sells on Sunday mornings at Gor Popki Cibubur and other days sells at home where it will only serve if there are orders and increase product stock. And online stores such as Shopee and social media (TikTok and Instagram) as a link between relationships between consumers with the name "Zeebeads.id". The following is the number of followers and social media uploads of Zeebeads:

Table 1. Social Media Zeebeads

Social Media	Followers	Upload
TikTok	139	11
Instagram	100	33

Source: Zeebeads processed data (2025)

Zeebeads Products

With the raw material of beads Zeebeads designs several products to sell namely:

Table 2. Zeebeads products and prices

Product Categories	Product Price
Rings	IDR 3,000
Bracelet	IDR 12,000
Mobile Phone Hanger	IDR 16,000
Keychain	IDR 10,000
Necklace	IDR 20,000

Source: Data processed by the author (2025)

SWOT Analysis (Strength, Weakness, Opportunity and Threat)

Zeebeads has strength in the form of diverse product choices (colours and shapes), comfortable customer experience when purchasing offline (can see the manufacturing process), expanded market reach through e-commerce and social media, competitive prices, and excellence in product customisation. However, the brand faces weaknesses such as limited capital and human resources (only run by one person), absence of physical stores, and suboptimal promotion.

There are several opportunities for Zeebeads to grow, including the increasing trend of DIY (Do It Yourself), opportunities to participate in important fairs and events, and potential partnerships with other retail and craft stores. On the other hand, threats looming over Zeebeads include high levels of competition (local and international), instability in economic conditions that could affect the business, and uncertainty in the availability of raw materials.

Human Resource Aspects

Zeebeads' current human resource is one of the owners. This person takes on all the jobdesk including owner, production manager, customisation department, storage department, company manager, marketing manager, sales, customer service, finance manager, content manager, content planner, and content creator.

Operational Aspects

Operational activities at Zeebeads start from the main supplier of Zeebeads beads ordered through the shopee marketplace, the following are the names of the shops that supply Zeebeads beads (1) Helio stich, (2) Irsyha Craft, (3) Labellecornershop, (4) Rafiti craft, (5) Iradna, (6) Kudelscorner, (7) Bombom store 28, (8) DNA Collection, (9) Craftgue and (10) Berliana.Craft. Furthermore, when the inventory order has arrived at the production house, the storage section will immediately check the ordered goods and stock the goods that have been ordered.

Entering the production section where making beaded products for sale, here the marketing and sales department and the content section begin to do their jobs, where sales and marketing sell goods in offline and e-commerce shopee and the content section focuses on planning, creating and uploading content on social media (Tiktok and Instagram). When these activities are successful, it will bring in prospective buyers who, when the buyer is satisfied, will place repeat orders. Next comes the customer service department that communicates directly with customers to maintain relationships. During all these processes, the finance department manages the inflow and outflow of cash for capital and profit. The capital that has been set aside will be given to the storage department to place another order for beading materials.

Marketing Aspects

Zeebeads applies STP (Segmentation, Targeting, and Positioning) strategy in its consumer analysis. In demographic segmentation, they target teenagers aged 12-18 years old, both girls and boys (equivalent to elementary, junior high, high school), from middle to lower socio-economic groups. In geographic segmentation, offline sales are limited to Cibubur and Depok, while online sales are focused on Java as the main target, while still serving outside Java. Based on psychographic segmentation, Zeebeads targets consumers who follow fashion trends, jewellery/accessory collectors, and impulsive buyers who are interested in "cute" products at a price worth it to buy. Zeebeads' main targeting is teenage girls aged 12-18 who love collecting jewellery and accessories. They position their brand as a provider of "anything goes and cheap" accessories and jewellery with the slogan "Decide your own vibe", encouraging consumers to customise products and build a self-image.

In the 4P marketing analysis, Zeebeads offers products in the form of accessories and jewellery (rings, bracelets, necklaces, mobile phone hangers, key chains) with the main theme of customisation to meet consumer needs. In terms of place, Zeebeads had offline sales in Cibubur and Depok (2023-2024), and now focuses on online sales through social media (TikTok and Instagram since 2023) and e-commerce (Shopee since 2024), with the main target market in Java to avoid additional shipping costs. Zeebeads' product prices range from Rp 3,000 - Rp 20,000, but prices are subject to adjustment for customisations that exceed the requirements. Regarding promotion, Zeebeads actively conducts digital marketing on social media through discounts, content, and various other promotional activities, with plans to increase advertising in 2025 to boost sales.

Financial Aspects

Table 3. Total Sales Per year of Zeebeads

No.	Month	Total
1	July - December 2023	IDR 3,153,000
2	January - June 2024	IDR 1,926,000
Grand Total		IDR 5,079,000

Source: Zeebeads dialah data (2025)

Table 4. Products sold by island of Java region

No.	Region	Products sold	
		July - December 2023	January - June 2024
1	DKI Jakarta	205	113
2	West Java	168	83
3	Central Java	0	0
4	East Java	0	0
5	Banten	0	0
6	DI Yogyakarta	0	0
Total		373	196

Source: Zeebeads processed data (2025)

Previously, Zeebeads' expenses from 2023 to 2024 consisted of yarn Rp 149,000, DIY box Rp 145,563, tying supplies: Rp 72,389, packaging Rp 149,174, display Rp 113,275, granulated beads Rp 721,315, charms Rp 272,750, staples Rp 622,030. The sum of the several raw materials used by Zeebeads for these sales amounted to Rp 2,245,496.

For the financial statements in 2023 starting from the inventory report of Rp 700,955.84, the income statement of Rp 1,262,147.50, the capital change report of Rp 2,562,148, and the balance sheet report of Rp 4,203,000. And the financial statements in 2024 start from the inventory report of Rp 1,133,655.62, income statement of Rp 1,121,356.50, capital change report of Rp 2,883,505 and balance sheet report of Rp 393,495.00. The conclusion that can be drawn is that in 2024 there was a very drastic decline in sales so that it affected other financial activities, therefore Zeebeads wants to use promotion mix activities to increase sales volume.

Zeebeads conducted a Break Even Point (BEP) calculation to determine the break-even point where revenue equals total costs. The data used includes monthly fixed costs of Rp 150,000 (for cleaning and electricity) and details of capital and selling prices per product (rings, bracelets, mobile phone straps, key chains, necklaces).

Based on the calculation, the average variable cost per unit is IDR 3,400.47 and the average selling price per unit is IDR 12,200.00. Calculation and Explanation of Zeebeads Break Even Point (BEP):

1. Unit BEP Formula

$$\text{BEP (Units)} = \frac{\text{Fixed Costs}}{\text{Selling Price per Unit} - \text{Variable Cost per Unit}}$$

2. Unit BEP Calculation

Using the average data that has been calculated:

Fixed Costs: IDR 150,000

Average Selling Price per Unit: IDR 12,200.00

Average Variable Cost per Unit: IDR 3,400.47

$$\text{BEP Product Unit} = \frac{\text{IDR 150,000.00}}{\text{IDR 12,200.00} - \text{IDR 3,400.47}}$$

$$\text{BEP Product Unit} = 17,046365$$

$$\text{BEP Product Unit} = 17 \text{ units}$$

3. Unit BEP Results and Explanation

From the calculations above, Zeebeads' Product Unit BEP is about 17 units. This means that Zeebeads needs to sell a minimum of 17 units of product to cover all the fixed costs incurred. Sales above 17 units will start making a profit.

Zeebeads has managed to exceed this break-even point significantly, with sales of 367 units in 2023 and 196 units in 2024. This shows that the operations of Zeebeads are in a favourable condition as its sales volume is well above the required break-even point.

RESULTS AND DISCUSSION

Review Results

The results of the study obtained from the study statement consisting of first, the effectiveness of branding from the Zeebeads brand and second, the effectiveness of using promotion mix strategies that have not been carried out by Zeebeads in increasing sales. The following is an explanation of the study statement above, namely:

1. How to improve Zeebeads branding?
In improving Zeebeads branding, the author uses a promotion mix strategy consisting of advertising, sales promotion, WOM, public relations, direct marketing, and personal selling. But previously the Zeebeads brand had not carried out an advertising strategy, so Zeebeads decided to complete these activities.
2. What is the appropriate promotion mix strategy for the Zeebeads brand in terms of increasing sales?
Because the sales volume had dropped dramatically in 2024, therefore branding activities were carried out using a promotion mix strategy. For strategies that are suitable in increasing sales volume, namely direct marketing.

Discussion

Branding

Zeebeads implemented a branding strategy that focused on the logo and packaging colours to attract attention and increase sales. The Zeebeads brand logo, which uses the Erika Gorica font, is designed to be easy to pronounce ("zibits"). The name is a combination of the owner's name and the type of business. Zeebeads aspires to be a role model accessory brand, so they highlight the theme of affordable bead customisation. In terms of colours, although pink is the dominant colour, Zeebeads remains flexible in using various other colours for packaging, adapting the concept of customisation where products can have 2 to 10 different colours. The harmonious selection of packaging colours aims to increase customer satisfaction, even from small details, in an effort to win over customers.

Promotion Mix

1. Advertising
Zeebeads has been actively using paid advertising on Instagram and TikTok to increase sales volume, focusing on increasing the number of followers and visits to the Shopee profile/website. On Instagram, two pieces of content were advertised at the end of April 2025:
 - a) Reels new collection launch: A 3-day promotion with a total cost of IDR 101,427 resulted in 15 followers and 109 profile visits. The dominant audience was female (78.7%) aged 18-24 years (48%), mainly in Central Java (32%).
 - b) New collection bead ring feeds: A 3-day promotion with a total cost of IDR 101,427 generated 4 followers and 58 visits to Shopee.On TikTok, two product posts were also promoted:
 - a) Blue ribbon necklace: 1-day promotion at a cost of Rp 45,000 (additional service charge of Rp 26,428) generated 111 followers. The dominant audience was 18-24 years old (35%), mainly in West Java (18%).
 - b) Beaded mobile phone hanger: A 3-day promotion costing Rp 45,000 (additional service charge of Rp 26,428) generated 1,262 "shop now" button clicks (to Shopee) and 787 destination page impressions. The dominant audience was 18-24 years old (100%), with West Java contributing the most video views.

Although this advertising was successful in attracting visitors (a total of 13 visitors on Shopee after the advert) and generated 4 bookings from 3 buyers with an average rating of 5 stars, the conversion rate on Shopee decreased by 59.17%. This shows that the advertising strategy was successful in bringing in traffic and new buyers, but it was not optimal in increasing the overall buyer volume, especially compared to the previous "Buy 1 Get 1" promotion.

2. Personal Selling

Zeebeads started its sales strategy through offline personal selling activities, hoping to be known in the neighbourhood. The first offline activity was conducted on 19 July 2023 at Miftahul Jannah Mosque, Cibubur, in the "Amazing Muharram" event, successfully selling 11 items (3 bracelets, 8 rings).

Next, Zeebeads saw potential at Gor Popki Cibubur, starting sales every Sunday morning from August 2023 to June 2024. Here, the first sales reached 36 items (19 rings, 16 bracelets, 1 necklace). However, this activity was discontinued due to a drastic drop in visitors and revenue, as well as competition from other bead sellers.

On 30 September 2023, Zeebeads also had the opportunity to sell at the Atthohir Mosque, Tapos, Depok, which had a night market-like atmosphere. With the addition of product variations (rings, bracelets, necklaces, mobile phone hangers, key chains), the first sales reached 29 items (7 rings, 20 bracelets, 2 key chains). However, this activity only lasted a month due to unclear permission from the mosque.

Zeebeads also tried personal selling at Jamboree Cibubur (twice in December 2023) and Jl. Baru Leuwinanggung (once), but the latter two locations were discontinued due to lack of market research on product interest. This experience is a lesson learnt for Zeebeads to be better prepared for future sales location research.

3. Sales Promotion

Zeebeads utilised various sales promotion activities to attract consumers on social media, Shopee marketplace, and offline sales, including Buy 1 Get 1, free shipping, and free gift programmes.

- a) Buy 1 Get 1: On 1 February 2024, Zeebeads launched a Buy 1 Get 1 promotion on Instagram, where every purchase of a finished product would get 1 random ring free. The promotion ran for 2 months and proved to be very effective, attracting new customers and increasing sales of other products. All 24 promoted product items (17 bracelets and 7 necklaces) were sold out.
- b) Free Shipping & Discounts (Shopee): At launch on Shopee, Zeebeads offered free shipping and discounts on selected products (rings, bracelets, necklaces, keychains), with around 90 items available. During the 15-day free shipping promotion in July 2024, the store recorded 9 orders from 6 buyers with 5-star reviews. Although revenue was not optimised, the promotion was successful in building branding and positive reviews on Shopee. There were 49 visits and 36 items sold out of 41 incoming orders, with a conversion rate of 12.24%, demonstrating the success of the promotion on Shopee.
- c) Free gift: As a token of appreciation, Zeebeads automatically gives a free sticker with every purchase of beaded products, whether through offline stores, social media or Shopee. These stickers are inserted in the product packaging.

4. Public Relations

Zeebeads actively uses public relations to increase brand recognition and sales, mainly through participation in various offline events. They opened stands at events such as the 17 August competition in Cibubur (selling 12 items) and a football tournament at The Lodge Jagorawi (selling 48 items). Although the latter event had a different theme, Zeebeads' presence managed to attract attention. This participation proved to be effective in expanding the brand's reach, increasing brand awareness in the wider community, and even adding followers on Instagram.

5. Word of Mouth

Zeebeads conducted a survey of 102 respondents in Java to measure the effectiveness of its Word-of-Mouth (WOM) strategy. The majority of respondents were from DKI Jakarta (58.8%), aged 18-24 years old (70.6%), and working as students (79.4%), indicating that this survey is relevant to

Zeebeads' main target market. The survey results show that 87.3% (89 out of 102 respondents) are familiar with the Zeebeads brand. Of those who knew, 73% (65 people) knew Zeebeads through "Friends", far surpassing other sources of information such as Family (18%) or social media (2.2%). The high percentage of respondents who know Zeebeads, especially through friends' recommendations, indicates that Zeebeads' WOM strategy is successful and optimal in increasing brand awareness and potentially increasing sales volume.

Table 5. Survey results for WOM

Region Province	Who knows the Zeebeads brand
DKI Jakarta	54
West Java	25
East Java	1
Central Java	2
DI Yogyakarta	3
Banten	4
Total	89

Source: Zeebeads processed data (2025)

From table 5, there are 13 respondents who do not know the Zeebeads brand.

6. Direct Marketing

Zeebeads focused on digital marketing through Instagram and TikTok to increase sales. Performance analysis shows a positive trend:

- Instagram (2023-2025): Zeebeads experienced significant increases in follower count (from 42 to 114), reach (from 4,463 to 10,001), and profile visits (from 11 to 524). Although the engagement rate briefly dropped in 2024 due to the surge in followers, the use of paid advertising in 2025 contributed to the overall improvement in the metrics.
- TikTok (2024-2025): The platform also showed growth in followers (from 137 to 251), views (from 1.2K to 14K), and profile visits (from 441 to 1.2K). The drop in engagement rate in 2025 is due to the focus of ads on profile/link visits, versus higher organic engagement in 2024.

Overall, direct marketing through social media is considered optimal as it allows direct interaction with consumers, supports other promotions, and successfully attracts customers to make repeat purchases, resulting in a positive impact on sales.

Sales

Zeebeads implemented a "trade selling" strategy through a reseller programme to increase sales volume. These resellers are loyal customers who volunteer to help promote Zeebeads products at a profit. This reseller model does not require them to keep stock or spend capital; they act as middlemen who promote the products through social media or word-of-mouth. The order to delivery process takes 7-10 days: 3-4 days for Purchase Order (PO) recording, 5-7 days for product manufacturing and revision, and 8-10 days for delivery. Two examples of successful resellers are:

- Sanaz (the author's college friend): Successfully sold around 45 customised items (bracelets, rings, mobile phone hangers, key chains, necklaces) to the female target market, mostly high school and university students.
- Diva (author's schoolmate, elementary school teacher): Offered products to her students and managed to sell around 58 custom items (bracelets, rings, mobile phone hangers, key chains) to elementary school students, both girls and boys.

The success of these resellers shows that this indirect selling strategy is effective in reaching diverse market segments and increasing sales of Zeebeads custom products.

To prove the results of the implementation of Promotion Mix strategy activities, namely an explanation of the sales indicators which consist of 3 parts, namely:

1. Achieving Sales Volume

The purpose of strategic activities is of course none other than increasing the sales volume of the Zeebeads brand. The following is the data on the achievement of the sales volume of the Zeebeads brand, namely:

Table 6. Zeebeads Products Sold Per Year

No.	Product Categories	Products sold			Total
		Year 2023 (Jul- Dec)	Year 2024 (Jan-Jun)	Year 2025 (Jan-Apr)	
1	Rings	161	68	102	331
2	Bracelet	182	95	111	388
3	Necklace	9	15	38	62
4	Mobile Phone Hanger	5	17	27	49
5	Keychain	16	1	33	52
Total All Products		373 (0,43%)	196 (0,22%)	313(0,36%)	862

Source: Data processed by the author (2025)

In the previous figure, it can be concluded that there was a significant increase in necklaces, mobile phone hangers and key chains. Thanks to the promotion mix activities, the sales volume has increased.

Table 7. Products Sold in the Java Island Region

No.	Region	Products Sold
1	DKI Jakarta	145
2	West Java	68
3	Central Java	5
4	East Java	4
5	Banten	33
6	DI Yogyakarta	58
Total		313

Source: Data processed by the author (2025)

In the table above, it can be concluded that the year 2025 where products are sold on the island of Java is the result of branding activities through the promotion mix strategy. Most buyers in the region are in DKI Jakarta and West Java because the author has begun to be recognised in this area. It can be concluded that after 2023 in 2024 the total sales decreased to 196 items. Which means there is a drastic decrease until it drops by 177 items or 0.21%. So after this happened in August 2024 to April 2025, the Zeebeads brand decided to strengthen branding through a promotion mix strategy. There was an increase in product sales which sold 313 items or about 0.14% increase.

2. Earning Profit

Zeebeads' 2025 financial report shows positive results. The following is an explanation of Zeebeads' financial statements after implementing the entire promotion mix strategy, namely:

- The total expenditure in 2025 is IDR 676,518, including raw materials, promotional equipment, packaging, and advertising costs.
- Total revenue from product sales during January-April 2025 reached Rp 3,797,000, showing a significant increase compared to the July-December 2023 (Rp 3,153,000) and January-June 2024 (Rp 1,926,000) periods, indicating the success of the promotion mix strategy.
- The 2025 income statement recorded a net profit of IDR 3,102,037, which was a more than two-fold increase from previous years, confirming the effectiveness of the promotion strategy.
- The statement of changes in capital shows Zeebeads' final capital in 2025 is Rp 4,985,542, after deducting personal withdrawals of Rp 1,000,000. This increase in capital indicates a healthy net profit in excess of personal withdrawals.

- e) Lastly, the balance sheet shows Zeebeads' total assets of IDR 8,328,542 in 2025, with no debt. This shows a very strong and healthy financial position for this MSME.

3. Supporting company growth

Zeebeads successfully increased their brand visibility in the digital age by focusing on digital promotion on social media. This strategy significantly increased the number of followers, especially on TikTok and Instagram.

Table 8. Social media Zeebeads

Social Media	Followers				Upload	
	Before	%	After	%	Before	After
TikTok	139	0,35%	251	0,64%	11	20
Instagram	100	0,46%	113	0,53%	33	71

Source: Zeebeads processed data (2025)

This strategy proved optimal, with TikTok showing the most drastic increase in followers.

Study Limitations

The study on the implementation of Zeebeads' promotion mix strategy in Java Island faced some major limitations:

1. Limited Human Resources (HR): The entire operation, from planning to sales, is only managed by one person. Ideally, Zeebeads needs a bigger team or at least several members to optimise the performance of this MSME.
2. Capital Limitations: The business relies on personal capital, which limits sales, stock purchases, promotions, and other needs. Zeebeads hopes to attract external capital (investors or loans) to support branding and enable expansion into luxury or upper-middle economy markets.
3. Promotion Limitations: Due to capital constraints, Zeebeads' promotions tend to only be effective in the short term. For example, Instagram promotions are recommended to target the minimum age of 21 and above in Indonesia for optimisation through Meta, but capital constraints prevent a wider and more sustainable promotional reach.

CONCLUSIONS

Based on the study, it can be concluded that the promotion mix strategy implemented by Zeebeads is successful and optimal in branding efforts and increasing sales volume, especially in Java, after the brand experienced a drastic decline in 2024. This strategy is crucial because Zeebeads is still less well known to the public and previously only operated in Jakarta and Depok. Of the six promotion mix elements (advertising, personal selling, public relations, word of mouth, sales promotion, and direct marketing), digital marketing through direct marketing proved to be the most influential. Digital marketing facilitates promotions, advertisements, testimonials, and shows the process of making products through photo and video content, so that the reach of products to the public becomes wider and more effective.

Based on the conclusions and implications that have been outlined, it is recommended for Zeebeads to further optimise their branding through a promotion mix strategy. This means expanding research to identify and overcome limitations, such as recruiting employees where possible to increase human resources, as well as seeking investors or loans to increase operational capital and improve product quality. In addition, it is also important to develop a long-term promotion strategy supported by adequate funding. For less effective strategies such as Public Relations (PR) and Word of mouth (WOM), it is recommended to strengthen networking and ensure the availability of sufficient quantities of finished bead products for PR. Meanwhile, as WOM is difficult to control directly, Zeebeads could consider collaborating with relevant influencers in the accessories or jewellery field to expand reach and credibility.

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