The mindmapping for marketing strategy: Case study of fashion industry

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Abstract. The research objective is to build a marketing strategy based on mind mapping carried out in the fashion industry. The research was conducted by using the action research method on incubator business in University with the fashion business that has been start, while the qualitative analysis was based on a survey on mind mapping. The results of the study show that mind mapping can be a source of ideas for the formation of marketing strategies in the fashion industry, namely segmenting, targeting and positioning. The source of ideas in mind mapping makes it easier for entrepreneurs to create a value proposition canvas for the sustainability of the products created by the company. The research findings are especially useful in the fashion industry, where they serve as suggestions for implementing mind mapping for new or on-going companies with the goal of improving the company's product.

1. Introduction
The beginner entrepreneurs in Indonesia are currently growing rapidly, coupled with the conditions of the Covid-19 Pandemic, forcing new businesses to meet their family's needs [1]. As is well known, the impact of the Covid-19 Pandemic in Indonesia on termination of employment, reduced employee income until the closure of the business [2]. So that the shift in activities of the community is looking for new opportunities by entrepreneurship as a novice entrepreneur who is forced due to economic conditions [1]. One of the businesses that he is engaged in is in the fashion industry, considering that this industry has high opportunities due to consumer needs for clothing [3]. The fashion industry is an industry that continues to experience improvement, especially in Indonesia, it can be seen from the addition of companies in the fashion industry in Indonesia [4]. Of course, increasing the fashion industry provides opportunities as well as challenges for new companies such as Micro, Small and Medium Enterprises (SMEs). Examining the phenomenon of the fashion industry in Indonesia, it is necessary to make early anticipations for companies starting their business through a series of appropriate marketing strategies. Considering that SMEs have no experience in business and are dominated by young entrepreneurs.

The beginner entrepreneurs or young entrepreneurs, in principle, have the same goal in starting a business, namely providing product offerings to be able to take advantage [5]. So that we need product innovation in accordance with the desires of consumers and target markets. A mind map is one of the ways that entrepreneurs can do before starting a business with the main objective of getting the idea of creating products according to market desires [6]. Furthermore, in mind mapping it is known to be able to provide opportunities for entrepreneurs to find types of business that are in accordance with
current market conditions [7]. Obtaining a target market is certainly accompanied by a qualified marketing strategy, this is in line with previous research studies that state mind mapping is the main source of finding the company's marketing strategy [8]. Examining the phenomenon of the fashion industry in young entrepreneurs in Indonesia who are members of SMEs, this study aims to examine the implementation of mind mapping to find a company's marketing strategy. The focus of research is on novice entrepreneurs who are starting a business in the fashion industry, so that a business model is found based on mind mapping.

2. Literature Review

2.1. Mind Mapping and Marketing Strategy

Mind mapping is a method to maximize the potential of the human mind by using the right brain and the left brain simultaneously [9]. The mind mapping method was first introduced in 1974 by an expert in developing human potential from England, namely Tony Buzan [10]. Mind mapping is said to be a way of developing thinking activities in all directions, capturing various thoughts from various angles [11]. The impact of mind mapping on business is to develop divergent and creative thinking in entrepreneurs [12]. In its development, mind mapping, known as concept maps, is a powerful organizational thinking tool. It is also the easiest way to place information in the brain and retrieve that information when needed. In fact, mind mapping helps in various things such as planning, communicating, being more creative, solving problems, focusing attention, arranging and explaining thoughts, remembering well, learning more quickly and efficiently and practicing the overall picture [9]. There are several types of mind mapping including syllabus mind maps, chapter mind maps and paragraph mind maps [13]. Previous studies stated that one of the benefits of mind mapping is finding a marketing strategy [9]. Marketing strategy is used by companies to deliver education on products that are created to be accepted by the market [14]. There are many marketing strategies implemented by the company, but in general it boils down to two things, namely STP (Segmenting, Targeting, Positioning) and 4Ps (Product, Price, Place, Promotion) [15]. For a beginner entrepreneur, a marketing strategy is needed to be able to penetrate the target market and compete in an existing business. As the beginning of a marketing strategy, an STP strategy can be formed that is in line with the company's vision.

2.2. Business Model Canvas

The business model canvas is a framework created by entrepreneurs as a guide to starting a business to be run [16]. In fact, the business model canvas is made with various purposes, including explaining, assessing, visualizing, and the possibility of changing the business model of the company, so that the performance of the company is more optimal in the end [17]. The implementation of the business model canvas is not intended for only one industry, but all industries can use it. With the assumption that the business model canvas is made according to the company's vision and mission [18]. Through the business model canvas, it is known the strengths and weaknesses of the business to be run, so that it can analyze the needs and profits of the company more quickly [19]. There are nine models commonly used in the business model canvas, including customer segments, value propositions, channels, revenue streams, key resources, customer relationships, key activities, key partnerships and cost structures [19]–[21]. In connection with the analysis of the needs of the target market, there is a value proposition canvas, where it is said that the value proposition canvas is able to measure the creation of a product or service in accordance with the desires of the target market [22]. In addition, the next step can be determined a marketing strategy that suits the target business through the implementation of the value proposition canvas [18]. It seems clear that in the business model the canvas can be used as a tool for creating a marketing strategy based on the value proposition canvas.
3. Research Methodology

This study uses the action research method, where there are three researchers who carry out with different focuses, but started a business in the field of Fashion at Binus University's Creativepreneurship study in Bandung. The research was conducted for six months (February to July 2020) with a design thinking methodology approach starting from the empathize stage, define to the idea [23]. The purpose of this research is to create a marketing strategy for the fashion industry based on mind mapping, which is explained qualitatively based on the design thinking model.

4. Results and Discussion

The research results are discussed qualitatively based on the flow of design thinking, then the implementation is carried out in several stages of research, namely making a mind map, recommendation of marketing strategies, and creating a value proposition canvas.

4.1. Mind Mapping Fashion Industry

In design thinking there are five stages, namely empathize, define, idea, prototype, and test [23], [24]. However, in this study it was carried out only until the idea stage which was packaged in mind mapping. The following is the design of the mind mapping based on the results of the previous market analysis in figure 1.

![Figure 1. Mind Mapping Fashion Industry Idea](image)

Emphasize is the first stage, which is to collect the problems faced by the target market of the fashion business. At this stage, an approach is made to consumers through direct interviews to get a real problem from the consumer to be resolved. The summary of the interview results found several problems in the fashion industry, including those related to product, strategy, design, social media, and price. The problems of consumers are targeted in creating mind mapping in industrial fashion. It is clear in Figure 1 that in mind mapping for the fashion industry, it can be started by determining the root of the problem according to consumers, namely product, strategy, design, social media, and price. This is the second stage in design thinking, namely defining business opportunities. Where the results
of the interview are carried out analysis and synthesis related to business opportunities in the fashion industry, so that the five root problems that will be resolved are known. For the product, there were opportunities related to Tshirt which had many variances and color choices. Furthermore, the strategy allows opportunities through collaboration, gift away and promotion. The next problem is design, where opportunities are found on the theme of astronauts, science, and aliens. In the problem of price, solutions are found for middle-up and premium price targets and social media opportunities are found on Instagram and Facebook. Based on defining the problems faced by consumers, ideas for running a business in the fashion industry are found. So that the business that will be made in the fashion industry is labeled Sociolize with a label that is made as shown in figure 2.

![Sociolize Logo](Logo.png)

**Figure 2.** Logo of Sociolize

The meaning of the Sociolize logo is continuous without pause, which means that Sociolize will continue to connect with consumers without distance by giving a good impression for current fashion fashions. The vision of Sociolize is to become a company in the fashion industry that is professional and has product quality standards at the national level. In achieving the company's vision, there is a mission that needs to be carried out, namely selling products according to what is offered to consumers, increasing innovation in product design, developing professional human resources, advancing local brands through Sociolize products, and creating a good online shopping impression. The logo of Socialize is fully owned by the entrepreneur in this study, namely Selvi Aprilia.

### 4.2. Define the Marketing Strategy

Based on the mind mapping that has been implemented previously, a marketing strategy that focuses on identifying Segmenting, Targeting and Positioning (STP) is built to find out more specific target markets. Segmenting is the division or grouping of heterogeneous market conditions into homogeneous with various characteristics. In its implementation, the segmentation strategy divides the entire market for a product or service into several segments that have similarities in terms of interests, purchasing power, geography, purchasing behavior and lifestyle. By doing market segmentation, marketing will be more targeted and effective so that it can provide satisfaction to consumers. Next is the targeting strategy, in which various segments are evaluated to decide which segments are the target market. A series of marketing programs must be carried out in accordance with the characteristics of the target market to be targeted. Finally, positioning, which is related to how a product in the eyes of consumers distinguishes it from competitors’ products. By identifying, developing, and communicating advantages that are unique and have competitive advantages. In this case, including the brand image, the benefits promised and competitive advantage. That way, the company's products and services are perceived to be superior and special compared to competitors' products and services in consumer perceptions. Through previously analyzed ideas on mind mapping, Sociolize's target and market segmentation are determined. Based on mind-mapping, a marketing strategy was built through segmenting, targeting, and positioning (Figure 3). In segmenting, it is known that several criteria are considered, namely demographic, physicography, geographic and lifestyle. As for the targeting strategy, several criteria are determined, namely online commerce and a more specific location in the city of Bandung. Furthermore, a positioning for Sociolize's strategy is made, namely “millennial street wear”. In more detail, the demographic talks about gender, namely male and female, with ages ranging from 16 to 25 years, have good financial ability with unmarried status in the student group.
Meanwhile, physicography talks in detail about fashionable styles, paying attention to the value and quality of clothing. Furthermore, for the geographic assessment of the midle-up living environment, it is closer to college or school and supermarkets. As well as for lifestyle, it is studied from consumers who have a hobby of traveling, hanging out with friends, young people, loyal to products with simple styles. A clearer view of the marketing strategy for Sociolize is shown in figure 3.

**Figure 3.** Marketing Strategy of Sociolize

4.3. Design of Value Preposition Canvas
The results of research conducted through action research are continued by building a Value Proposition Canvas, which is a tool to measure whether a product or service is in accordance with what is needed by consumers. Usually the Value Proposition Canvas is used to improve existing products or services, or products or services to be made. The aim is to make it easier for companies to know what consumers need and how to solve problems related to consumer needs. There are several things to consider in building a Value Proposition Canvas, namely customer profile, gains, pains,
customer jobs, value map, gains creator, pains relievers, products, and services. The description of the Value Preposition Canvas is presented in figure 4.

![Value Preposition Canvas of Sociolize](image)

**Figure 4.** Value Preposition Canvas of Sociolize

The research findings explain that in creating a marketing strategy it is necessary to consider mind mapping. So that the creation of segmenting, targeting, and positioning is in line with the company's vision. Furthermore, based on mind mapping, it is known the business model through the Value Preposition Canvas. This finding certainly has good benefits for Sociolize as a fashion industry that runs a business, as well as the fashion industry in general. The benefits that can be used are the implementation of mind mapping and the Value Preposition Canvas as a source of ideas for making business strategies. The result is in line with previous studies that mind mapping is the source of marketing strategy mapping [9].

5. Conclusions

The number of entrepreneurs in SMEs in Indonesia presents its own challenges for new entrepreneurs and old entrepreneurs. So, for new entrepreneurs it is necessary to create a marketing strategy in accordance with the target market. One method that can be used is mind mapping implementation, where based on the results of an action research study it is known that it is easier to find a marketing strategy in accordance with the company's vision through the implementation of mind mapping. Furthermore, novice entrepreneurs can determine the business model for the products offered through the Value Preposition Canvas. So that it can be seen the creation of products in accordance with the target market. This research certainly has limitations because it does not study at the prototyping level. Given that in design thinking, the result that is expected to create prototyping is in line with market demand. This is a recommendation for further research with a fixed focus on the fashion industry.

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