

MARKETING STRATEGIES OF SECONDHAND FASHION/THRIFT SHOP IN INCREASING SALES IN SURABAYA (A STUDY ON TEBAL.ID STORE SURABAYA)

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Abstract

The fashion industry is experiencing rapid development, which also encourages the emergence of thrift shopping trends as an alternative for people, especially young people, to get quality clothes at affordable prices. This study aims to determine and analyze the marketing strategies carried out by used fashion business actors/thrift shop (Tebal.Id Surabaya) in increasing sales in Surabaya City. The method used is with a qualitative approach, this research analyzes how the combination of 4P marketing strategies (Product, Price, Place, and Promotion) contributes to increasing sales and strengthening brand awareness in the used fashion market. Data were obtained through in-depth interviews (owner, marketing division employees, and 2 customers), observation, and documentation, which were then analyzed using data reduction, data presentation, and conclusion drawing techniques. The results showed that the utilization of digital marketing strategies, interactive promotions through social media, and the application of competitive prices were able to increase consumer attractiveness and had a direct impact on increasing sales of Tebal.Id Surabaya.

Keywords: Marketing Strategy, Used Fashion/Thrift Shop, Sales, Tebal.Id. Surabaya

INTRODUCTION

The development of fashion in the modern era has increased very rapidly and has become a primary need for many people. Apart from being a form of self-expression, fashion also supports people's lifestyle. However, the high cost of following fashion trends has led to the emergence of alternatives such as thrift shopping, which allows people to look good without spending much. Thrift shops offer products with good quality and affordable prices, making them a popular choice, especially among young people.

Today's teenagers are heavily influenced by trends that develop on social media such as Instagram and TikTok. Celebgrams and influencers often promote clothing styles with branded products that have high prices, so not all teenagers can afford them. This encourages them to look for alternatives, one of which is by buying thrift clothes that are more economical but still fashionable. This habit has made thrift shopping a part of young people's lifestyle.

Data from the Central Bureau of Statistics (BPS) shows an increase in textile imports to Indonesia by 2024, which is an indicator that the fashion market, including second-hand products, continues to grow. Thrift products are now considered to have added value because they are not only economical but also support environmental sustainability. Used clothes that are still wearable can be resold, and this opens up promising business opportunities in the second-hand fashion industry. According to Husni and Muhammad Rafiul in (Atifah et al., 2023). One of the businesses in the management of used imported clothing or used clothing which is still in a usable condition. However, thrift items are often considered less attractive because they are used items that have been used by others before being resold (Suarningsih et al., 2021). In the past, used goods that were traded were usually limited to property, but along with the times, clothes can also now be resold. The rapid development of online media has also made it easier for people to access various things, including the latest trends. This has encouraged many people to follow lifestyle needs in accordance with popular fashion trends.

Surabaya is one of the cities with significant growth in the thrift business. Many locations such as Pasar Gembong and Tugu Pahlawan are the center of second-hand clothing sales. In thrift shop entrepreneurs in the city are dominated by the younger generation, while the main consumers are teenagers and young adults. Branded thrift products such as Uniqlo, Polo, Zara, Nike, GAP, and Dickies are sought after because of their unique designs and limited quantities, giving the wearer an exclusive impression. In the world of thrifting, the term "treasure" refers to high-value and rare branded items that still have marketability and collectible value. This is what makes thrift shops increasingly popular and promising as a business opportunity in Surabaya.

One of the prominent thrift stores in Surabaya is Tebal.Id, where the store has an attractive marketing strategy through social media such as Tiktok and Instagram, direct promotion and participating in various thrifting events in Surabaya. Tebal.Id Surabaya was established in 2011 and has a branch in Ngagel Rejo since 2023. Based on pre-observation with Tebal.Id employees that sales turnover reaches IDR 300-450 million per six months, where the zone is divided into 2 zones, namely the outer 1st floor zone or sale zone which has a variety of items such as shorts, t-shirts, vests, shirts, skirts, hotpants with a price range of IDR 10,000 - IDR 20,000. Then zone 1 inside there are shirts, crewnecks, hoodies, jackets all priced at Rp 50,000. Finally, the 2nd floor zone has a variety of branded bottoms

and tops with prices starting from Rp.100,000. Tebal.Id Surabaya is an example of success in implementing marketing strategies in the second-hand fashion business.

REVIEW OF LITERATURE

Marketing

Marketing is a series of activities carried out by an organization or company to create, deliver, communicate, and exchange value with consumers, while building strong relationships with them. The American Marketing Association provides a formal definition of marketing as an organizational function and a series of processes aimed at creating, communicating, and delivering value to customers, while managing the relationship with them. relationships with customers profitably for the organization and stakeholders (Firmansyah M Anang, 2019).

The term marketing is often equated with sales, distribution, or trade. Marketing is a broader, multi-faceted concept, whereas sales, distribution, and trading are only part of the overall marketing system. Marketing has a larger scope than just sales, because it involves a company's efforts to identify consumer needs that must be met, set appropriate product prices, and determine promotion and sales strategies. Thus, marketing is a series of interrelated activities in a system that aims to generate profits.

Marketing Strategy

Marketing strategy is a planned effort to promote and sell a product, both in the form of goods and services by applying certain patterns and tactics so that sales can increase. This strategy involves systematic steps taken by the company in order to achieve certain goals, such as expanding market reach, attracting consumer interest, and increasing market share. According to Tjiptono in (Fawzi et al., 2022), marketing strategy is a basic tool designed to achieve company goals by building a sustainable competitive advantage in the market entered. This strategy involves a marketing program aimed at optimally serving the target market.

According to Kurtz in (Fawzi et al., 2022), marketing strategy is the company's overall plan to set target markets and meet consumer needs through combining elements of the marketing mix elements, namely product, distribution, promotion, and price.

Thrift Shop

Thrift shop comes from English, where the word "thrift" means savings, while "shop" means. According to McGarry in (Fadila, 2023) Thrift shop refers to a store that sells goods at a more affordable price than the original price, usually in the form of high-quality second-hand clothing, limited editions, or vintage concepts that are generally imported from. Thrift shops have similarities with while both sell second-hand goods, thrift shops are packaged in a more attractive, modern and popular way. Most thrift shop sellers get their merchandise from flea markets, then rebrand it to increase its marketability. Nonetheless, some thrift sellers also offer items with slight defects or flaws, such as small permanent stains, small tears, or damage to certain parts. However, they still ensure that items still meet the standards of wearability.

Thrifting has become an increasingly popular cultural phenomenon among Indonesians. The term refers to the act of buying used or secondhand items that are still usable and of good quality. Many people are starting to realize that thrifting offers a unique and different shopping experience compared to buying new clothes in stores. In addition, thrift shops provide a wide selection of styles and sizes, making them attractive to consumers. However, thrifting requires precision, patience, and a little bit of luck to find the items you want.

RESEARCH METHOD

This research method uses a qualitative approach. The qualitative approach method is a research approach based on the philosophy of post-positivism. This method is used to examine objects in natural conditions (different from experiments). The author acts as the main instrument, data collection is carried out using triangulation techniques (combining various methods), data analysis is inductive or qualitative and research results focus more on understanding meaning than making generalizations (Sugiyono, 2023). The purpose of the qualitative approach is to collect data and describe the phenomenon in depth. This approach emphasizes the depth and detail of information.

Informant Selection Technique

The selection of informants is based on the scope and depth of data that the researcher wants to obtain. Informants were selected using purposive sampling technique, which is a deliberate selection of samples based on certain criteria set by the researcher. Through purposive sampling technique, the researcher determined three categories of informants, namely key, main, and complementary informants. Key informants include the owner of Tebal.Id Surabaya, who has in-depth insight into the operations and strategic vision of the business.

Data Collection Technique

Primary data is data obtained directly from the research subject. Researchers collect data through observation, interviews, and documentation. While secondary data includes various sources such as journals and theoretical books that have relevance to the research conducted.

Data Analysis Technique

Qualitative data analysis is carried out when the data obtained is information in the form of words, narratives, or descriptions, not numbers or numerical data and this data cannot be arranged in the form of categories or classification structures. The data that has been collected by researchers will be analyzed using analytical techniques. According to Miles and Huberman in (Hardani, 2020) this analysis technique involves three main steps, namely data reduction, data presentation, and conclusion drawing.

Data Validation

Validation techniques with data source triangulation where data obtained from various sources, such as in-depth interviews, observation, and documentation, as a method to ensure the validity of the data obtained. Triangulation of data sources is carried out

continuously throughout the data collection and analysis process. This process lasts until the researcher feels confident that all information is consistent and there are no more differences in data or things that need to be confirmed to informants.

RESULTS AND DISCUSSION

Marketing strategy is one of the important elements in supporting the success of a business, especially in today's competitive digital era. In the second-hand fashion or thrift shop industry, marketing strategies not only focus on delivering product information, but also how to create experiences and added value for consumers through relevant media. The development of technology and digitalization has driven a major transformation in consumer behavior, especially the younger generation. Social media such as Instagram and TikTok are now not only entertainment platforms, but also key tools in product search, trend exploration, and the purchasing process. This phenomenon provides both opportunities and challenges for thrift businesses to harness the power of visual content, real-time interaction, and virality as part of their marketing communications strategy.

Tebal.Id Surabaya, as one of the growing thrift shops in Surabaya City, is an interesting example of how a local business is able to optimize various communication and marketing channels effectively. Through a combination of online and offline promotions, utilization of digital platforms, and adjustments to the tastes of the youth market, Tebal.Id Surabaya managed to build emotional closeness with its customers while increasing loyalty. This strategy not only had an impact on increasing sales, but also established a strong brand image among the thrift consumer community. Based on the results of in-depth observations and interviews, this study analyzes the implementation of the marketing strategy of Tebal.Id Surabaya with a marketing mix approach (4P) which includes: Product, Price, Place, and Promotion. In addition, the discussion also pays attention to customer responses and views as well as strategic challenges faced in the implementation of digital marketing.

The results more specifically show that Tebal.Id Surabaya's products are curated with good quality, with groupings based on brand and condition. In terms of price, the strategy used leads to a bundling and discount system, which is considered effective for attracting buyers from among students. Strategic business premises and a comfortable shopping experience in physical stores also strengthen positive customer perceptions. On the promotional side, the use of social media such as Instagram and TikTok are the main pillars that help the brand reach and retain its audience.

Product Strategy

Tebal.Id Surabaya divides its products into two zones based on quality and brand, namely the first floor for general products and the second floor for branded products. The product categories offered include clothing, shoes, jackets, and accessories that have gone through a sorting process with three quality levels: Category A (excellent), B (decent), and C (sale). This sorting process is carried out directly by the owner and employees, to ensure that every item on display is decent and according to the standards set by the store. The products most in demand by customers are jackets and t-shirts that

are synonymous with the style of "scene kids", reflecting the typical style of the younger generation who want to look unique but still follow trends. This is an important consideration in stock selection, where the management does not fully follow the fast-changing viral trends, but rather selects products that are still relevant but more durable in terms of fashion character. This shows a more sustainability-oriented product selection strategy and proper market segmentation.

With this approach, Tebal.Id Surabaya maintains consumer trust and meets the various preferences and purchasing power of customers. The placement of goods based on type and quality makes it easier for consumers to search and select, and gives the impression of a professional and organized store management. This is reinforced by customer testimonials who feel comfortable and free in exploring the available products because the store is quite spacious and neatly arranged. The selection of product stock also considers youth fashion trends although it does not fully rely on viral trends. This shows that Tebal.Id Surabaya carries out an adaptive product strategy but remains consistent with its brand identity. In addition, the store also provides indirect education to customers about product conditions through sorting categories A, B, and C, so that buyers have realistic expectations of the selected products.

This strategy is in line with the value-based marketing approach, where customer value and experience become the main basis for making marketing decisions. Tebal.Id Surabaya understands that for Gen Z consumers, the uniqueness and diversity of thrift products is a special attraction, especially because each item sold is "limited" and not easily found elsewhere. Thus, Tebal.Id Surabaya's product strategy not only reflects operational efficiency, but also strong differentiation in the midst of a competitive thrift market.

Pricing Strategy

The pricing strategy applied by Tebal.Id Surabaya is oriented towards the purchasing power of its target market, namely students and students who are generally sensitive to prices. Pricing is done by calculating the Cost of Goods Sold (COGS) of each item purchased in the form of "balls" (sacks of imported used clothes), then resold with a fixed price system or bundling. Products available on the 1st floor (general products) are priced at very affordable prices while products available on the 2nd floor (branded products) are priced at quite expensive prices. This price difference is adjusted to the quality, rarity, and brand awareness of the product in the market.

This strategy not only makes Tebal.Id Surabaya price competitive, but also allows consumers to make flexible purchases. Many customers state that with just Rp100,000, they can get several items, especially during promos. This is a major attraction for students and college students who want to look stylish without spending a lot of money.

This approach reflects the principle of pricing, where consumers' perception of "value" is higher than the actual price. Customers feel that they are getting quality goods at a very reasonable or even cheap price. The effectiveness of this strategy can also be seen from customer testimonials that mention that price is the main reason they repeatedly come and buy at Tebal.Id Surabaya. By implementing inclusive and affordable prices, Tebal.Id Surabaya is able to expand its market reach and maintain customer loyalty. This strategy

is proven to not only invite first purchases, but also encourage repeat purchases due to the perception of "worth it" attached to the product and the price system offered.

Venue Strategy

Tebal.Id Surabaya implements a place strategy that not only considers physical location, but also how products can be reached by consumers digitally. The main location of Tebal.Id Surabaya is in the Ngagel Rejo area. Surabaya a strategic area surrounded by densely populated neighborhoods. This placement strengthens the accessibility of the store for the main target market, namely students and college students, while making the store more easily accessible to users of public and private vehicles. This expansion shows that Tebal.Id Surabaya does not only focus on strengthening one market point, but also seeks to expand its reach and strengthen its existence in other potential areas. The presence of these branches strengthens Tebal.Id Surabaya's identity as a thrift shop that is growing rapidly and reaching more consumers.

However, the strength of Tebal.Id Surabaya's place strategy lies not only in the physical store, but also in the utilization of digital platforms. Through the social media platforms Instagram and TikTok, Tebal.Id Surabaya not only promotes its products but also serves direct sales through the Direct Message (DM) feature. Customers can view product content on Instagram Reels or TikTok, then directly order via DM without the need to come to the physical store. This hybrid strategy combines the advantages of physical and online stores.

Some customers mentioned that they first learned about Tebal.Id Surabaya from social media, and decided to come directly after seeing promotional content or other user testimonials. This means that social media has played a dual role as a digital storefront as well as an entry point for new customers to the physical store. This approach strengthens the effectiveness of distribution and proves that place is not just about "location", but also about "accessibility" in a broad sense.

Promotion Strategy

Promotion is the most prominent and innovative component of Tebal.Id Surabaya's marketing communication strategy. In an effort to reach the target market of the younger generation, promotions are not only informative, but also entertaining, interactive, and highly relevant to today's digital communication style. Tebal.Id Surabaya actively utilizes Instagram and TikTok as the main platforms to deliver its promotional messages.

Promotional content is presented in the form of short videos such as Instagram Reels and TikTok that show the latest products, best seller product highlights, store atmosphere, and customer testimonials. It is not uncommon for the content to follow viral trends or popular audio to easily enter FYP (For You Page) and reach a wider audience. This approach strengthens the effectiveness of promotion because it blends with the digital habits of the younger generation. In, Tebal.Id Surabaya also actively implements a bundling strategy such as the "4 items for Rp100,000" promo, "buy 2 get 2 free", to the "pay as you go" system in certain events. These strategies provide added value that is felt directly by customers and increase the volume of purchases in a single transaction.

These promos not only encourage purchases, but also give the impression that Tebal.Id Surabaya is a store that "often holds fun events," as mentioned by one of the

customers in the interview. Last but not least, Tebal.Id Surabaya also collaborates with several local influencers, both from the thrift community and young celebgrams, to expand audience reach. This collaboration has proven effective in increasing the number of store visitors and followers of Tebal.Id Surabaya's social media accounts. The social influence of the content creators helped create trust and credibility, especially among new consumers. Overall, Tebal.Id Surabaya's promotional strategy illustrates the implementation of a marketing strategy that combines promotion, education, and entertainment. This not only influences rational purchasing decisions, but also creates emotional experiences that strengthen customer attachment to the brand.

With an effective promotional strategy, Tebal.Id Surabaya not only managed to attract more customers but also experienced a significant increase in sales. From store revenue that only reached the range of Rp 300,000,000 - Rp 450,000,000 in April 2024 - September 2024, but in February 2025 it was able to reach Rp130,000,000, potentially even higher when there were big promos or certain moments. This success shows that the combination of digital and offline promotional strategies implemented is able to create strong appeal among consumers, increase customer loyalty, and expand market reach. By continuing to innovate in its marketing strategy, Tebal.Id Surabaya has a great opportunity to further develop and strengthen its position as a leading thrift shop in Surabaya.

CONCLUSION

This research shows that the marketing strategy implemented by Tebal.Id Surabaya is able to increase sales and customer loyalty. The strategy used includes elements of the marketing mix (4P), namely product, price, place, and promotion, which are implemented effectively. Tebal.Id Surabaya offers used fashion products with good quality and affordable prices, as well as various attractive promo programs such as discounts on beautiful dates, and warehouse wash promos. The store also has a convenient location with two floors that provide a pleasant shopping experience. Digital promotion strategies through social media such as Instagram and TikTok play a major role in expanding market reach. In addition, participation in thrifting events is also a way to reach new customers directly. Overall, the combination of marketing communication strategies applied by Tebal.Id not only succeeded in increasing the number of customers, but also encouraged the growth of store revenue which only reached the range of Rp 300,000,000 - Rp 450,000,000 in April 2024 - September 2024, but in February 2025 it was able to reach Rp130,000,000 even potentially higher when there were big promos or certain moments. The results of this study are expected to be a reference for other thrift business actors in developing competitive and sustainable marketing strategies.

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