



MARKETING STRATEGY TO INCREASE SALES OF ONLINE EYEWEAR BUSINESS (CASE STUDY: LINGKAR KACAMATA)

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ARTICLE INFO

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key words:

Online Eyewear Business, Digital Marketing Strategy, E-commerce, SWOT Analysis, Marketing Mix, Customer Segmentation, Brand Positioning.

Website:

<https://idm.or.id/JSER/index.php/JSER>

Page: 922 – 938

ABSTRACT

This study explores the internal dynamics and external influences affecting Lingkar Kacamata, aiming to identify key challenges and opportunities for business growth. The research examines the company's core customer base, evaluates current marketing efforts, and assesses necessary strategic adjustments. Findings reveal that while Lingkar Kacamata benefits from strong brand recognition, loyal customers, and operational strengths – such as personalized service and customer relationships – it faces limitations due to inadequate warehouse space and a shortage of staff. Moreover, the company has been slow to adopt emerging digital marketing trends, including a delayed presence on platforms like TikTok. Externally, rapid technological developments and the shift to online shopping post-pandemic present both opportunities and threats. The study highlights that Lingkar Kacamata's tech-savvy, youth-oriented target market values affordability and stylish eyewear. However, limited digital outreach hinders market expansion. Addressing these issues is crucial for strengthening the brand, increasing customer acquisition, and enhancing competitiveness in the digital age.

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INTRODUCTION

The eyewear industry in Indonesia has seen impressive growth in recent years, fueled by shifting lifestyle trends, a surge in digital adoption, and increasing demand for vision correction solutions. Market revenue has consistently risen from \$590 million in 2018 to an expected \$704 million by 2024, reflecting a solid upward trend. By 2021, it was predicted that more than 61% of this revenue would come from online sales channels (Statista, 2025). The rise of e-commerce platforms like Shopee, Tokopedia, TikTok, and Lazada has reshaped consumer buying habits, with many now opting for the convenience and competitive pricing of online shopping. As a result, the online eyewear market has become highly competitive, urging businesses to adopt smart strategies to maintain their market share.

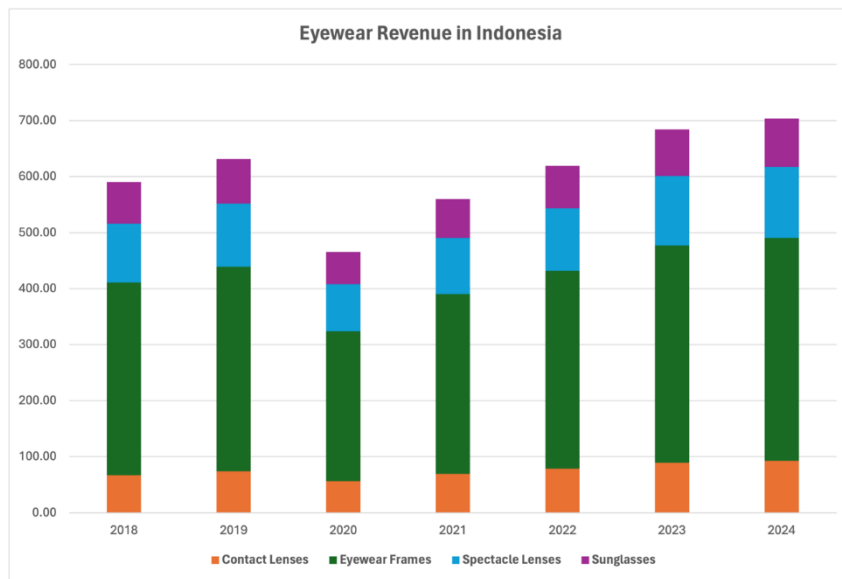


Figure 1. Eyewear Revenue Graph in Indonesia

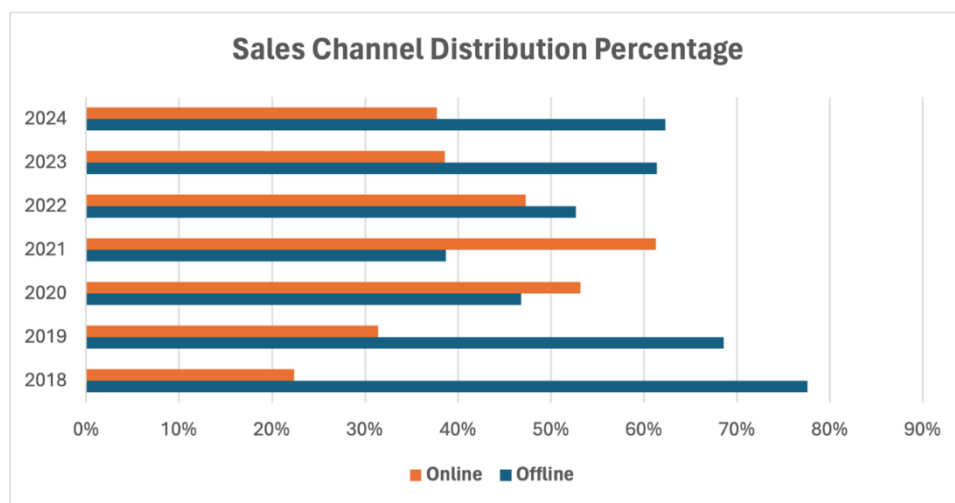


Figure 2. Sales Channels Distribution

Indonesia’s eyewear market is diverse, offering everything from contact lenses to affordable frames, catering to a wide range of customers. Of course, it is the online segment that has experienced the most rapid increase. Consumer behavior shifted from 22% in 2018 to over 38% in the year 2023. Because of this growth, online eyewear companies have an exciting opportunity to use digital tools. The industry is now

following popular trends by pricing products attractively, enhancing the customer experience and making sure their products are easily noticed by potential customers. Yet, there are difficulties, for example, facing established brands such as Optik Melawai, Optik Seis, KacamataMoo. Catering to people who care about the cost of products. Companies have to intentionally arrange their resources. Make products that appeal to buyers and are also safe, at reasonable prices, and working to reduce packaging. These components are necessary for growth that lasts and grows stronger. To do well in this industry, businesses must build robust and straightforward business models strategies.

Lingkar Kacamata came about in 2020 because the company wants to give people lasting eye health. Fadel Nur Insan as founder and CEO came from inspiration collected from his time working with lens manufacturing industry. Since it was set up, Lingkar Kacamata has accomplished much and keeps moving forward improve its share in Indonesia's eyewear sector. Today, it is registered as a private company (PT) under the name PT Lingkar Grup Sentosa.

Our business experienced notable fluctuations over the past five years, with distinct phases of growth, decline, and recovery as shown on this graph below.

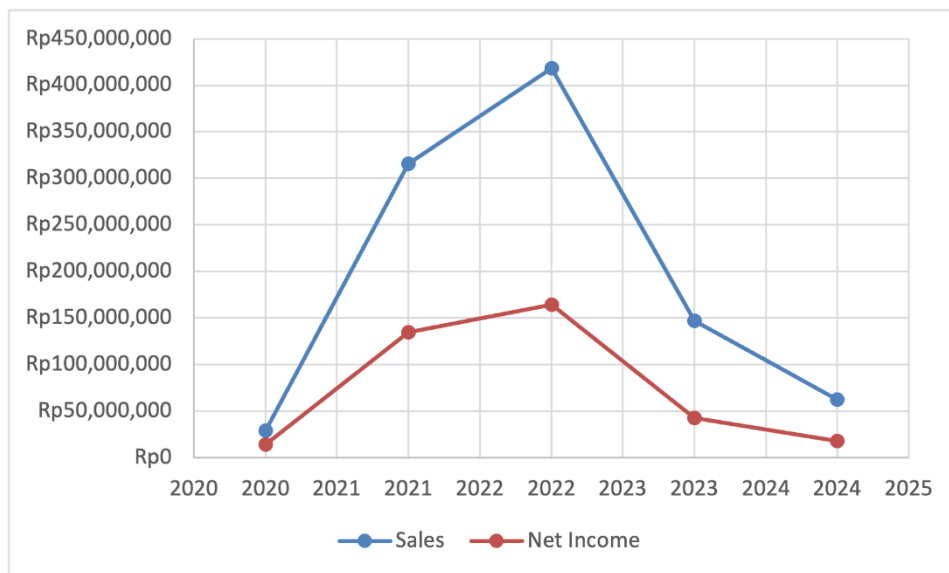


Figure 3. Lingkar Kacamata 2020-2024 Trends

In the initial months of operation starting August 2020, the online eyewear business demonstrated promising growth characteristics despite modest beginnings. Sales steadily increased from approximately Rp4 million in August to nearly Rp10 million by December, representing a 150% growth within just five months. This period was characterized by exceptionally efficient operations, with net income maintaining a strong correlation to sales, reaching approximately Rp4.5 million by year-end, representing a 45% profit margin.

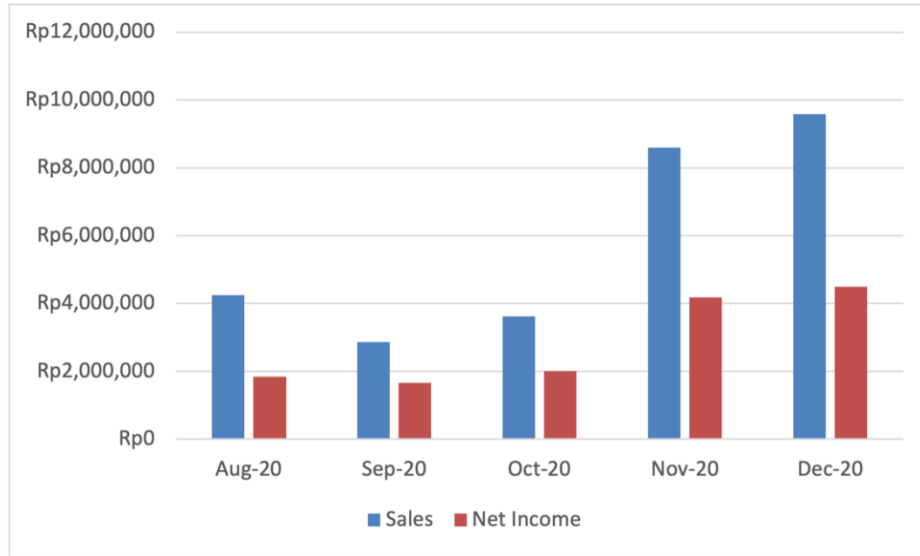


Figure 4. Lingkar Kacamata 2020 Sales and Net Income

In 2020, our company saw a significant growth spurt. This success was mainly due to smart money management and the lack of employee-related costs. The COVID-19 pandemic also played a major role, driving a surge in online sales across Indonesia, which helped us grow even more. With lean operations and carefully controlled expenses, we were able to make the most of this period and maximize our profits.

Building on the momentum from 2020, we entered a phase of planned expansion in 2021. In the beginning of the year, the business made around Rp14-15 million in sales every month. After that, sales increased steadily in March and April and hit Rp21-23 million. Sales in May had reached more than Rp24 million.

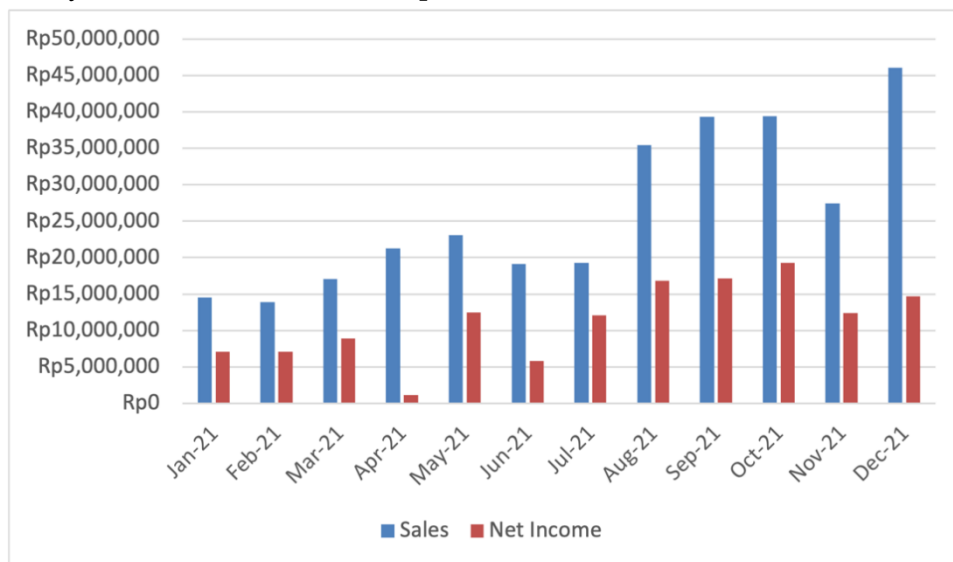


Figure 5. Lingkar Kacamata 2021 Sales and Net Income

What stood out most in this phase was how fast everything moved in the last part of 2021. In August, sales increased to Rp35 million; afterwards, the sales consistently improved to Rp39 million in September and Rp39 million in October. After a brief seasonal adjustment in November (Rp27 million), December concluded the year with an impressive Rp46 million in sales – more than triple the January figure. In 2021, we also started expanding our team, recruiting six employees to support business growth.

Early 2022 marked the zenith of the eyewear company's financial performance. January and February saw sales continue their upward trajectory, culminating in February-March with record revenues approaching Rp60 million—a six-fold increase from the company's humble beginnings 18 months prior. This extraordinary growth validated the expansion strategy implemented throughout 2021 and demonstrated significant market penetration in the online eyewear space.



Figure 6. Lingkar Kacamata 2022 Sales and Net Income

While this investment was crucial for scaling operations, it also marked the beginning of a downward trend. The first significant decline occurred due to a series of misguided decisions made by the executive team (founder and co-founder), which impacted business stability.

While we were focused on internal problems, the market was shifting. TikTok Shop emerged as a powerful sales channel for fashion accessories, including eyewear. Short, engaging videos showcasing frames on different face shapes were driving massive sales for our competitors.

But we were late to the party-very late. While other eyewear brands were building TikTok audiences and perfecting their video strategy, we stubbornly clung to Instagram and our website. By the time we acknowledged our mistake in late 2022, the TikTok algorithm was already favoring established accounts.



Figure 7. Lingkar Kacamata 2023 Sales and Net Income

January 2023 saw sales fall to Rp20 million, and the decline continued throughout the year. This period was particularly frustrating because our product quality remained excellent. We just couldn't get it in front of enough new customers. The six employees we'd hired during growth were now too many for our reduced sales volume, and we ultimately had to let go of three employees, a difficult but necessary decision to stabilize the business.

The third major decline began in late 2023, attributed to inadequate marketing strategies that failed to effectively reach target audiences or differentiate the company in an increasingly competitive online eyewear marketplace. This decline reached its lowest in June 2024, when sales plummeted to nearly zero.

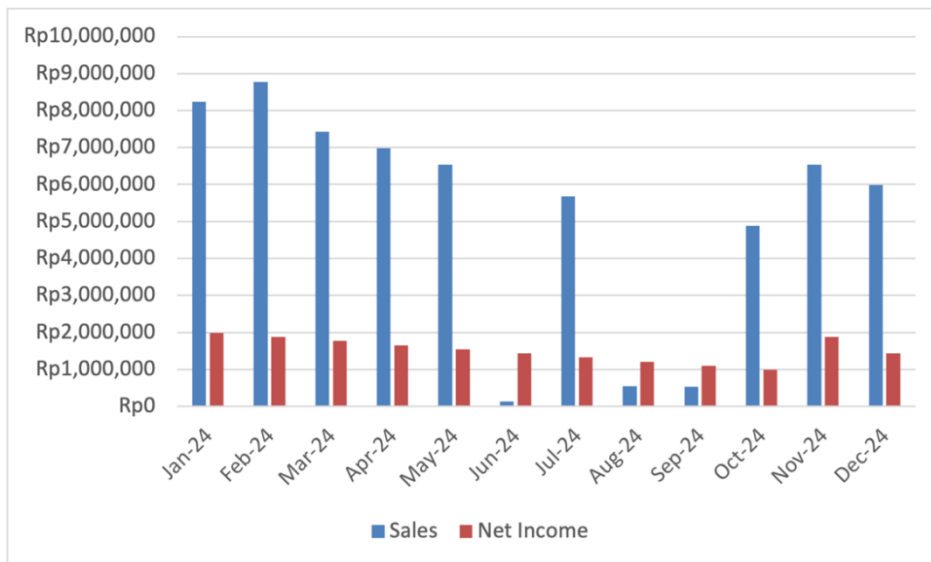


Figure 8. Lingkar Kacamata 2024 Sales and Net Income

The third notable decline occurred due to inadequate marketing strategies. Despite having a presence on multiple e-commerce platforms and social media, our marketing efforts lacked the structure and impact needed to drive consistent sales growth.

The company's journey illustrates several critical business lessons within the context of e-commerce and specifically the online eyewear sector:

- **Leadership Impact:** Strong decision-making directly affects performance, shown by the company's initial decline.
- **Technological Adaptability:** Delayed tech adoption can hurt competitiveness, especially in visual product markets like eyewear.
- **Marketing Effectiveness:** Even established brands must refine strategies to stay relevant in trend-driven industries.

The company's financial history offers insights for future strategies. Recent stabilization hints at growth potential if they apply these lessons. Opportunities remain in product curation, service quality, and brand storytelling for companies willing to adapt.

METHOD

This research aims to develop an effective marketing strategy to increase Lingkar Kacamata's sales by examining the company's competitive advantages and market positioning. The research methodology follows a structured approach designed to provide comprehensive analysis and actionable recommendations.

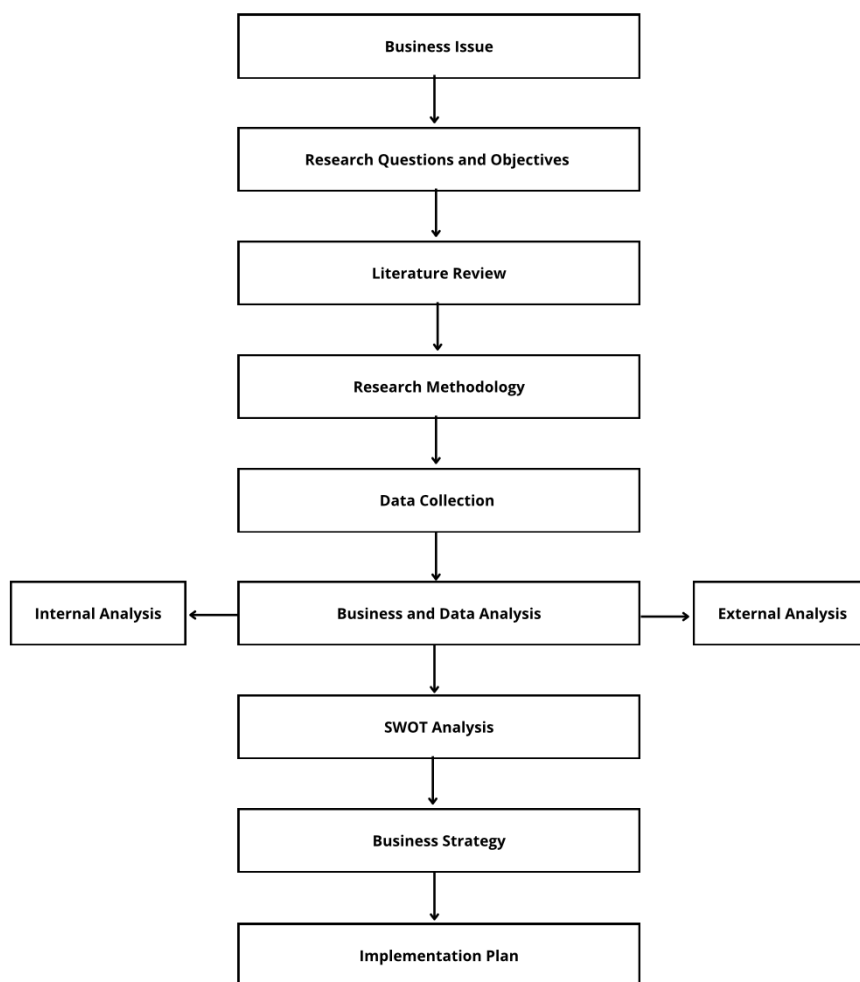


Figure 9. Research Design (Author, 2025)

The first step is to figure out the main issue for Lingkar Kacamata which concerns its sales and place in the market. Subsequently, the researchers review the business

difficulties and gather information from different data sources to deal with the problem. After collecting the data, the analysis will check the company's performance in its main market and assess its marketing strategies. We will carry out both a company self-examination and look at competitors in the market using qualitative methods to fully understand its current market status.

Thereafter, surveys will be used to collect ideas from consumers. Analyzing the data comes next and the main results are presented Chapter IV. Viewing the company's picture this way can suggest answers to problems and improves business.

This research design aims to help make the proposed marketing plan in line with the market and provides maximum opportunity for Lingkar Kacamata's development among rivals. In this chapter, you'll find detailed instructions on how to go from a problem statement to final implementation.

RESULT AND DISCUSSION

SWOT Analysis

This review examines how factors in the internal and external environment impact Lingkar Kacamata and it highlights what are its Strengths, Weaknesses, Opportunities and Threats.

Table 1. SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Can provide styles that also have Blueray protection, photochromic lenses and progressive lenses to balance both looks and usefulness. 2. Shoppers find discounted eyewear on offer which makes their products competitive for middle-income consumers. 3. Strong Online Presence: Strong sales from platforms like Shopee (50%), Instagram, Tokopedia, and WhatsApp. Active customer engagement through these digital channels. 4. Brand Image and Community Engagement: Built a solid brand reputation through its JUARAK principles – Honesty, Unique, Adaptive, Resistant, Attitude, and Consistent, enhancing customer loyalty. 	<ol style="list-style-type: none"> 1. The company does not quickly update its marketing efforts on new platforms like TikTok, so they miss engaging trend followers and young people. 2. Relying too much on online sales platforms (Shopee, Tokopedia) reduces chances of reaching traditional buyers and makes the company exposed to shifts in those platforms or user preferences. 3. Small numbers of employees can make it hard for the business to scale up, especially during busy periods and this can slow down how quickly customers are supported and served.
Opportunities	Threats
<ol style="list-style-type: none"> 1. The expand of online sales in eyeglasses means there is a chance to develop a stronger online presence and benefit from the move to e-commerce. 2. Because of more screen time, people are worried about their eyes and this has increased the demand for protective lenses such as Blueray and photochromic lenses. 	<ol style="list-style-type: none"> 1. Strong Competition: The company competes with Optik Melawai, KacamataMoo and others that have much larger budgets and many more products. 2. Because consumers are very sensitive to prices and young people in particular, Lingkar Kacamata is under pressure to decrease prices while maintaining good

<p>3. Augmented reality (AR) and artificial intelligence (AI) allow shoppers to try clothing on themselves from home and get personal help with product selection, attracting more tech-interested customers.</p> <p>4. Expanding into Southeast Asia is possible because there is more demand for eyewear which helps the company grow its market share.</p>	<p>quality which may affect how much money the company earns.</p> <p>3. Quick changes in what people look for in fashion and eyewear mean a fast-evolving industry needs creativity to survive and adapt.</p> <p>4. Because of economic swings, like recessions or high inflation, customers may not spend on eyewear and this could bring down sales.</p>
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Lingkar Kacamata is a good eyewear brand with an optimistic future in Indonesia, even so, it meets with opportunities and challenges.

Strengths

Lingkar Kacamata is most powerful because of its customizable product range. People can choose from standard eyewear and also from specialized lenses like Blueray protection, photochromic lenses and progressive lenses at the company. Warby Parker’s prices attract many middle-income people by giving them a chance to buy great quality eyewear at low prices. Lingkar Kacamata also has a strong online reputation and gets a lot of its income from online platforms such as Shopee, Tokopedia, Instagram and WhatsApp. Being online gives the company a way to build close relationships with customers. In addition, the brand’s positive image is built on its JUARAK principles focused on honesty, uniqueness, adaptability, resistance, attitude and consistency which helps sustain solid customer relationships.

Weaknesses

Still, Lingkar Kacamata meets some issues internally. An important weakness is that the industry has not quickly adapted to new marketing approaches such as using TikTok which is highly efficient for other eyewear firms in getting young and trendy customers. Because of the delay, opportunities to reach and work with this demographic have disappeared. Because Lingkar Kacamata focuses so much on online platforms, it can’t reach many people who like to shop at physical stores. Having such huge reliance can result in the company being vulnerable to sudden algorithm changes and what consumers prefer. Finally, because the company has only a few employees, growing quickly or coping with increased demand during spikes is hard which might influence both reaction times and buyer satisfaction.

Opportunities

Lingkar Kacamata is ready to benefit from a number of market chances. More people now purchasing eyewear online offers LVMH a good chance to become more visible online and attract more digital customers. There is now a greater interest in saving eye health which encourages people to get eyewear that protects from digital devices and strong rays. Lingkar Kacamata has different protective lenses, for example, Blueray and photochromic, that can match the expectations of today’s consumers. Besides, using augmented reality (AR) and artificial intelligence (AI) allows customers to try on frames in advance and receive personalized suggestions, both of which make the shopping experience more exciting and individual for them. Expanding to Southeast Asia which is experiencing higher demand for eyeglasses, will help Lingkar Kacamata bring in more regional profits and expand in the region.

Threats

Still, the company encounters problems from factors outside its control. There is a lot of rivalry in the eyewear market because major companies like Optik Melawai compete with newer brands such as KacamataMoo which have able to invest more money in advertising and offer a wide range of eyewear. Since everybody is competing in the market, Lingkar Kacamata has to come up with new ideas and make themselves stand out. Young people often want to buy goods that are reasonably priced which is another difficulty for businesses. Having to do both could decrease the profits for the company over time. Similarly, the fast changes in what customers like to wear and latest eyewear technology may make it hard for Lingkar Kacamata to maintain their relevance and satisfy current market trends. In addition, economic upheavals such as inflation or a recession may cause customers to spend less which reduces the sales of fashion eyewear and might be very damaging for the business. Because of the good quality and price of its glasses, strong place online and stable finances, Lingkar Kacamata can reach its full potential by addressing weaknesses like marketing strategy and growth of its staff. At the same time, it should deal with these external risks such as competitors, changing tastes among customers and ups and downs in the economy to keep its competitive place and sustain its growth over time.

Business Solutions

TOWS Matrix

Lingkar Kacamata uses the TOWS Matrix to link their strengths and weaknesses inside the company with the challenges and prospects in the external environment which helps create effective strategies.

Table 2. TOWS Matrix

	Strengths	Weaknesses
Opportunities	<p>SO1 - (S1, S3, O1, O2, O3) Digital Innovation Strategy: Leverage customizable products and strong online presence to develop AR virtual try-on features and AI-powered lens recommendations, capitalizing on growing online market and health awareness.</p> <p>SO2 - (S2, S4, O4) Market Expansion Strategy: Use affordable pricing and strong JUARAK brand reputation to penetrate Southeast Asian markets where eyewear demand is growing.</p>	<p>WO1 - (W1, W2, O1, O2, O3) Marketing Modernization Strategy: Address delayed marketing by hiring social media experts to maximize promotion on TikTok and emerging platforms, reducing e-commerce over-dependence while capitalizing on online market growth.</p> <p>WO2 - (W3, O3, O4) Strategic Partnership Strategy: Partner with tech companies for AR implementation and regional distributors for expansion to overcome workforce limitations.</p>
Threats	<p>ST1 - (S1, S4, T1, T3) Differentiation Strategy: Emphasize unique customizable products and JUARAK brand values to differentiate from competitors and adapt to changing preferences through continuous innovation.</p> <p>ST2 - (S2, S3, T2, T4) Value Communication Strategy: Use strong online presence to</p>	<p>WT1 - (W1, W3, T1, T2) Efficiency Improvement Strategy: Streamline operations and accelerate marketing strategy implementation to compete effectively on price while maintaining quality, despite workforce constraints.</p> <p>WT2 - (W2, W3, T3, T4) Risk Mitigation Strategy: Diversify sales channels beyond e-</p>

	communicate affordable pricing benefits during economic uncertainty, maintaining competitive advantage.	commerce and build operational resilience to handle economic downturns and rapid market changes with limited resources.
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In the Strengths and Opportunities (SO) Strategies, Lingkar Kacamata can make use of its advantages to take advantage of new opportunities. So, the business may implement a Digital Innovation Strategy by using special eyewear products and online reach to make AR virtual try-on tools and suggest lens choices using artificial intelligence (AI). The company's move would help meet rising demand for eye health protection and more online eye glasses shopping. Also, the Company can grow into Southeast Asian markets by making its products available at low prices and using the excellent reputation of its JUARAK brand. Reaching out to these new regions would let the company include new customers in its overall group.

Under Weaknesses and Opportunities (WO) Strategies, businesses can improve their internal situation and benefit from outside chance. The main goal of the Marketing Modernization Strategy is to address the problem of companies not having a strategy until recently and using e-commerce platforms too much. The company can hire people skilled in social media and try out new websites like TikTok to improve how it advertises. Using new approaches this way would reduce reliance on traditional online shopping and better use the growing digital market. Also, a partnership strategy with tech companies can help deal with the problem of a limited workforce. Being a partner saves time to innovate as they will discover new business skills and tips in no time.

In the Strengths and Threats (ST) Strategies, Lingkar Kacamata is willing to use its strengths to combat threats coming from outside. Using the Differentiation Strategy, the company highlights its special customized goods and stands out with its well-known brand in facing Optik Melawai and other competitors by meeting and adapting to the changing needs of consumers. The strategy means Lingkar Kacamata is able to remain up-to-date with new product offerings. To make use of how well the brand is online, another strategy is to keep promoting its commitment to affordable pricing. Because of this, the brand can remain competitive through difficult times and when cost plays a big role for others.

Finally, Weaknesses and Threats (WT) Strategies require the company to work on bettering its weaknesses and handling external dangers. The purpose of the Efficiency Improvement Strategy is to make processes more efficient and step up marketing actions, mainly to rival larger companies and handle having only a small number of employees. It would help Lingkar Kacamata deliver quality products at the same time it is keeping costs and workflow low. The strategy aims to secure the business in case of economic instability by looking for more ways to sell apart from using online channels. Because of this strategy, the company is prepared for fast market changes and can withstand the difficulties due to external factors.

With the TOWS Matrix, Lingkar Kacamata can make sure its internal strengths match up with opportunities outside the company and it can also handle its weaknesses and threats. With customization and lower prices, the company can launch successful new products, market them effectively, look for new markets and keep its competition at bay. The plan gives practical ideas for overcoming problems within the company and making use of trends in the industry which lead Lingkar Kacamata toward enduring growth and success in the long run.

Proposed 7Ps

According to our Segmentation strategy, Lingkar Kacamata's key customers are young adults, usually students and early-career professionals, who want affordable eye glasses that also look great. This aligns with Cluster 2 consumers-the largest segment in our survey-who seek moderate price and quality balance. The brand fits this niche well and must reinforce its appeal through targeted promotions and reliable service. E-consumers are usually tech users, like shopping online and are Watch on Top Maybe value shoppers. With the Targeting strategy, the company aims for the middle-income group interested in good value from their eyewear and the strategy is intended to reach them with a middle market price level. The aim of Lingkar Kacamata is to set itself up as a wallet-friendly eyewear brand that gives outstanding products like customizable frames and lenses and remains competitive in its prices, features, design and accessibility. This is where we, then, focus on the 7Ps of Competitive Advantage that will support our positioning strategy.

Product

Lingkar Kacamata's core strength combines functionality with style through diverse customizable frames and lens options. The product line offers Blueray lenses for digital device protection, particularly important for technology-focused young users. Photochromic lenses serve outdoor activity enthusiasts by providing UV ray protection. Progressive lenses accommodate multifocal vision needs, while high-index lenses offer comfort for significant vision correction requirements.

The brand emphasizes both functional excellence and aesthetic appeal through diverse frame styles matching various face shapes and personal preferences. Customization capabilities allow customers to create eyewear suited to their style, visual requirements, and budget constraints. This approach achieves quality-affordability balance, serving diverse price range customers while maintaining premium service standards.

Price

Competitive pricing strategy positions products accessibly without compromising customer value. Standard frames are priced at IDR 125,000, while complete glasses with lenses range from IDR 150,000 to IDR 700,000, with specialized options exceeding IDR 800,000. This structure aligns with survey data showing 39.3% of respondents budget IDR 300,000-500,000 and 28.9% budget IDR 500,000-1,000,000 for eyewear purchases.

Value enhancement includes seasonal discounts, flash sales, and bundle offers during major shopping events. Installment payment options make higher-quality products accessible to budget-conscious customers. This approach establishes Lingkar Kacamata as a quality-oriented brand offering designer aesthetics without luxury pricing.

Place

Primary distribution occurs through online channels, particularly Shopee, Tokopedia, and Instagram, effectively reaching target demographics preferring online shopping convenience. These platforms showcase product ranges and customization options while enabling direct customer interaction.

Strategic considerations include pop-up stores or retail partnerships for physical product examination opportunities. University and mall locations could generate interest through high-traffic exposure. Enhanced social media presence on Instagram and TikTok supports brand awareness through interactive content and direct purchase integration.

Promotion

Digital marketing forms the core promotional strategy, targeting technology-driven young consumers. However, delayed TikTok adoption requires immediate attention, as customer journey mapping shows brand discovery often begins on Instagram or TikTok. Marketing teams should prioritize consistent short-form content creation and influencer partnerships to maintain competitiveness.

Instagram and TikTok serve as primary marketing channels due to fashion and lifestyle content popularity. Influencer collaborations with style experts and micro-influencers aligned with brand aesthetics promote new products, sales events, and brand updates. Targeted digital advertising on Instagram, TikTok, and Facebook ensures appropriate audience reach through customized messaging.

People

In the eyewear business, how customers are treated is very important for creating loyal fans and a good brand reputation. Superior customer service is the main focus for Lingkar Kacamata; the company wants each interaction to be smooth, personalized and prompt. Training will ensure staff know all about the products and how they can be customized to guide customers. Lingkar Kacamata also highlights fast and effective support for questions or complaints over WhatsApp, Instagram or Shopee. Knowledgeable and enjoyable employees aid in making the brand known positively, so first-time buyers often become repeat customers and good brand promoters.

Process

Streamlined customer journey from product selection to delivery emphasizes simplicity and efficiency. Enhanced digital platform navigation enables effortless online service utilization and purchase completion. Multiple payment options including credit cards, bank transfers, and digital wallets support diverse customer preferences. Post-order processing prioritizes rapid fulfillment and timely delivery. Custom orders requiring specific lenses or frame modifications receive special attention ensuring quality standards and delivery commitments. Real-time order tracking increases customer confidence and satisfaction.

Physical Evidence

Despite primarily online operations, physical touchpoints must reflect brand quality commitment. Packaging design emphasizes both style and protection, ensuring safe eyewear delivery while reflecting brand aesthetics. Environmentally-friendly packaging materials appeal to sustainability-conscious younger consumers.

Brand website and social media profiles consistently highlight core values of quality, style, and affordability. Customer reviews and testimonials shared across digital platforms create social proof and credibility enhancement.

So, when Lingkar Kacamata focuses its 7Ps on being a reasonably priced, high-quality eyewear brand, it can design an attractive and well-received experience for its consumers. The business can be ahead of the competition with its low-priced, individualized and well-serviced products. Also, using digital tools for marketing and improving customer experience can help Lingkar Kacamata grow, bring in new customers and keep the ones it has.

Proposed Resources and Activities

Technological Resources

Digital infrastructure investment supports online eyewear market competitiveness. E-commerce platform improvements ensure seamless customer experiences, while AR

virtual try-on implementation increases purchase confidence by enabling preview capabilities. Customer Relationship Management (CRM) software facilitates relationship management, marketing automation, and loyalty program development. Data analytics tools provide customer behavior insights for improved product development, promotional programs, and marketing campaigns.

Human Resources

Digital marketing professionals are essential for managing TikTok and Instagram trend adaptation. These specialists create engaging content, manage influencer partnerships, execute digital advertising campaigns, and effectively reach target markets. Customer service team expansion supports business growth while ensuring knowledgeable response to inquiries across WhatsApp, Instagram, and e-commerce platforms.

Financial Resources

Lingkar Kacamata needs to dedicate a major part of its finances to technology update and efforts to expand its marketing. Spending money on digital marketing on TikTok will allow the brand to gain attention from younger shoppers. Adding targeted ads and collaborating with influencers will help the brand become more noticeable. Besides boosting marketing, the company should focus on enhancing the customer experience by investing in better website, access to virtual try-on and safe and quick checkout. Because of this, Lingkar Kacamata can improve its online presence, gain more customers and not fall behind competition.

Physical Resources

While the physical space is not large, it is still important for the smooth running of the organization. Managing the warehouse and inventory system properly will allow the company to ensure products are available and orders are sent quickly to customers. Ensuring all sales channels (Shopee, Tokopedia, Instagram and others) are linked with real-time inventory tracking will stop problems like overselling and delays. Looking after your customers means making conscious choices about packaging which protects the eyewear and appeals to environmentally-minded buyers. Safely and attractively packaged products support Lingkar Kacamata's image as a company devoted to quality and the environment.

Activities

The use of Digital Marketing increases Brand Awareness.

Lingkar Kacamata needs to step up its digital marketing by being active on TikTok which is expanding its influence on younger customers. Producing videos about products, how to style them and people who promote the brand helps the company grow its fan base. Since Instagram has been critical for Lingkar Kacamata, it should keep being the main tool for branding, promotions and interacting with customers. Continual changes, interactive serials and teaming up with popular people will maintain interest in the brand and help people recognize it more. Investing time and effort in search engine optimization (SEO) should help Lingkar Kacamata rise in the search results on Google and other engines for keywords linked to eyewear. Posting blog articles and videos will teach consumers about taking care of eyewear, the different frame styles and what types of lenses to choose, helping Lingkar Kacamata become a trusted resource for people shopping for eyewear online.

Strong customer engagement and keeping customers involved

For it to grow for many years, Lingkar Kacamata must establish a customer program that makes people want to come back and share their positive experiences. Incentives

for recommending the brand, sharing posts on social media or making more purchases will encourage customers to talk about it to their friends and followers. Following up after a sale, checking how satisfied the customers are with their eyewear and suggesting ways to keep them clean is also important for the company. By doing this, the overall experience for customers will be better and that can encourage them to remain loyal. As well, Lingkar Kacamata should seek and act upon the advice of customers by using their feedback to improve what it offers, showing a dedication to customer happiness and responding to what they want.

Supply Chain and Operations Excellence

Good management of the supply chain ensures products are of high quality and reach customers in a timely way. Lingkar Kacamata ought to improve inventory management to guarantee the right products are available when needed and stock changes are seen in real-time by every sales team member. Overselling will be prevented, so that customers receive their orders when they should. As well, It is important for the company to create positive relationships with dependable suppliers to guarantee the quality of the raw materials. Cooperating with well-known transport companies and delivery teams means customers will get their products more quickly, including custom-made ones which could take longer to process. Operations become smoother at Lingkar Kacamata which means clients are satisfied with fast delivery and perfect products.

Doing Market Research and Monitoring Trends

Lingkar Kacamata needs to create a strong process for market research to regularly check what consumers prefer, what is changing in the market and how competitors are acting. Using customer feedback, understanding what's being discussed on social media and studying what competing brands do, helps Lingkar Kacamata offer its target customers what they want. Attention should also be given to follow new trends in fashion eyewear and new technological developments in lenses and frames. Following these trends helps Lingkar Kacamata update its products and supply what clients expect. If the brand routinely changes its products and notices changes in the market, it will keep its competitive advantage.

CONCLUSION

The research gathered data and understood the various challenges and opportunities of Lingkar Kacamata through studying its internal environment and outside influences. The study tried to figure out who the main customers are, how marketing is performing now and what changes are needed for the company to keep growing.

They found out that although the company has a well-known brand and many loyal customers, it is behind on adopting emerging digital strategies in social media, for example, the late adoption of TikTok. Operation, customer connections and product tailoring are the major strengths shown in the internal review. Still, their warehouse is not large enough and they have not hired a great deal of staff which reduces their potential for growth. Besides this, the external environment brings both benefits and risks to businesses because of quick technology changes and more people choosing to shop online after the pandemic.

It shows that Lingkar Kacamata's target market, consisting of young people who use technology a lot, welcomes both good pricing and fashionable eyewear. Even so, reaching more people is difficult because the company does not have enough digital

marketing or presence on new online platforms. Correcting these problems helps the company become stronger, gain more customers and increase its influence in the market.

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