

CHAPTER II

OVERVIEW OF RESEARCH AND RESPONDENT'S

This chapter explain about the general description of online shop OINGAING_ID and also explain OINGAING_ID respondent identification that comprise, gender and income of OINGAING_ID customer.

2.1 OINGAING_ID Profile

OINGAING_ID is an online shop that sells K-Pop goods imported from South Korea. OINGAING_ID established by Destya Sasmita in 2020. For now, Destya only have one admin (Tri Lita) to help Destya to pack OINGAING_ID order. Apart from packaging, other matters such as managing social media, data collection, finances are still handled by Destya herself. OINGAING_ID is based in Palembang, South Sumatera, Indonesia. OINGAING_ID is a K-Pop online business that sells K-Pop goods such as albums (CDs) that contains the artist song, merchandise (magazines, t-shirt, hat, keyring etc), and other stuff from K-Pop groups such as NCT, EXO, ENHYPEN, and others (Sasmita, 2023).

OINGAING_ID was formed because the owner (Destya Sasmita) shop for imported goods from South Korea. Because the tax was too big, the owner was looking for other people who wanted to buy imported goods from South Korea so they could share the tax. As the enthusiasm continued to grow, the owner decided to create an online shop to facilitate people who wanted to shop for imported K-Pop goods from South Korea (Sasmita, 2023).

OINGAING_ID typically has a pre-order system and the Ready Stock system for their customers. The goods arrived 2-4 weeks after the order was made for the Pre-order stuff because they needed to be imported from South Korea. The ready stock stuff will usually appear on OINGAING_ID Shopee account for a stock. For K-Pop goods, Because it release at a certain time, OINGAING_ID only open the order in certain time (when it just release) so, customers cannot order goods again if the release period is over (Sasmita, 2023).

For sells and buy activity, OINGAING_ID focus on social media such as Instagram, Twitter and Shopee.

2.1.1 OINGAING_ID Product

for their business, OINGAING_ID always provides products that their customers are interested in and want.

1. Album

K-pop albums contain CDs containing songs by K-Pop artists themselves. In addition to CDs, albums also usually contain photobooks, photocards, posters and other things that make the album attractive to fans.

2. Merchandise

There are also many types of merchandise, for example, lightsticks, clothes, hats, keyrings, dolls, magazines and many more. These merchandise are usually items with popular K-Pop artist designs.

3. Make up

Make up that is sold at OINGAING_ID is usually also related to K-Pop.

OINGAING_ID usually provides Korean makeup advertised by K-pop artists.

1.1.2 OINGAING_ID Promotion

OINGAING_ID implements several promotional methods for their shop, which is Celebrity Endorsement and Sales Promotion.

For the Celebrity Endorsement method, OINGAING_ID has made several endorsements to several K-Pop influencers on Instagram. Some Influencers who have been endorsed by OINGAING_ID is @JW2213, @banabangs and @mariaistella. @jw2213 (Jenifer Wirawan) is one of the influencers who has the most followers than the other influencers, and according to the owner of OINGAING_ID, the advertisement made by Jenifer Wirawan is the most influential for OINGAING_ID. Jenifer Wirawan promotes OINGAING_ID goods by reviewing the goods, and uploading the review video on Instagram (@JW2213).

In addition to celebrity endorsements, according to (Sasmita, 2023) OINGAING_ID also uses the Sales Promotion technique. Sales Promotion Promotions are carried out by distributing free gifts and holding giveaways (raffle). Free gift that given by OINGAING_ID is like photocard, sticker, photocard frame, etc. for giveaway, OINGAING_ID usually held in on big days like new year, anniversary and etc. OINGAING_ID usually provides some free

gifts to customers who purchase products. The free gifts that are given are different each time. Other than free gift, at a certain time, OINGAING_ID will do a giveaway for their customers and give some free products to the winners.

1.1.3 OINGAING_ID Social Media and Warehouse Location

Instagram : @OINGAING_ID

Twitter : @OINGAING_ID

Shopee : @OINGAING.ID

Address : Jl. Jenderal Sudirman, Belakang Halte JPO Pusri, Kota Palembang, Sumatra Selatan, Indonesia.

1.2 Respondent Identity

In this research, the total of the respondents is 100 respondents which those respondents are OINGAING_ID customers all around Indonesia. The respondent's identity comprises of age, gender, and residence.

2.2.1 Respondent Age

Age is an individual's age from their birth till their current birthday in that year. According to the results of the IDN Times survey (2019), 40.7% of K-Pop fans in Indonesia are from 20-25 years old, 38.1% are 15-20 years old, 11.9% are over 25 years old. Based on the data from the questionnaire, the respondent's age is divided into 3 ranges: 15-20 years old, 21-25 years old, 26-30 years old. As a result, the majority of respondents from OINGAING_ID customers were aged 20-21, with 48 respondents (48%). Followed by a range 26-30 with a total score 44 respondents (44%), which the gap is not too far from the previous range. it can be

concluded that the majority of OINGAING_ID customers are college students and employees. Data details can be seen from the table below.

Table 2.1 Respondent's Age

No	Age (Years Old)	Amount	Percentage
1.	15-20	8	8%
2.	21-25	48	48%
3.	26-30	44	44%
	Total	100	100%

Source : Processed Primary Data, 2023

2.2.2 Respondent Gender

Gender is the differences in form, nature, and biological function between female and male that determine the difference in their roles. Based on the primary data that has been processed, the customers of OINGAING_ID consist of female and male, but the majority from female with the total 86 respondents with the percentage 86%, which it can be concluded that the majority people that interested in K-Pop is female. Thereby the data details that can be seen below.

Table 2.2 Respondent's Gender

No	Gender	Amount	Percentage
1.	Female	86	86%
2.	Male	14	14%
	Total	100	100%

Source : Processed Primary Data, 2023

1.2.2 Respondent Residence

A residence is a place (normally a building) used as a home or dwelling, where people reside. Based on the primary data that has been processed, the

customers of OINGAING_ID consist of various regions, but the majority are from Sumatra with a total of 53 respondents with a percentage of 53%, and also Java with a total of 46 respondents with a percentage of 46%. which it can be concluded that the majority of people who buy OINGAING_ID products come from Sumatra and Java. . According to (Sasmita, 2023), most of OINGAING_ID customer are from Sumatra because OINGAING_ID based on Palembang, South Sumatra. besides Sumatra, there are also many customers from Java. Thereby the data details that can be seen below.

Table 2.3 Respondent's Residence

No.	Residence	Amount	Percentage
1.	Sumatra	53	53%
2.	Jawa	46	46%
3.	Etc	1	1%
	Total	100	100%

Source : Processed Primary Data, 2023

1.2.3 Expenditure

An expenditure is simply a purchase of products, goods, or services. Based on the primary data that has been processed, the customers of OINGAING_ID consist of an average income already. with an income of Rp. 3,500,000- Rp. 5,000,000 in total 39 respondents with the percentage of 39%, which can be concluded that the majority of people who are interested in K-Pop are already earning enough. Thereby the data details that can be seen below.

Table 2.4 Respondent's Expenditure

No.	Expenditure	Amount	Percentage
1.	< Rp. 1.000.000	8	8%
2.	Rp. 1.000.000 – Rp. 3.500.000	30	30%
3.	Rp. 3.500.000- Rp, 5.000.000	39	39%
4.	> Rp. 5.000.000	23	23%
	Total	100	100%

Source : Processed Primary Data, 2023