

## 4P Marketing Mix Strategy in Sales of Used Clothes (Thrifting) in Banda Aceh City

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### ABSTRACT

Basically sale clothes used Already fulfil indicator sell buy namely that which is of a nature transparency or honesty, clear products offered and according to the price. This research conducted at 4 (four) stores sale clothes former which is located in the city of Banda Aceh. This research aiming For know what is the mix strategy marketing that the owner does so that product or his efforts can developing in society. As for the types study This use approach qualitative descriptive with use technique purposive sampling and techniques data collection through interviews, observations and documentation. Research results show that fourth shop thrifting in Banda Aceh City is implemented aspect mix marketing product in aspect variation product as well as still notice quality products sold will but consumer tend buy clothes used No based on with existence factor goods branded (branded), then in aspect mix marketing price in aspect pattern determination price fourth shop give same answer with price sell started from IDR. 10,000 - IDR. 30,000 and notice price competitive with product competitors and provide discount or piece price with technique specified by the owner effort, then in aspect mix marketing fourth promotion shop promote the goods through social media with dominant Instagram and Tiktok applications in form activity promotion is one of them offer COD (cash on delivery) feature where the result can increase sales. Then in aspect mix marketing fourth place shop own location and access strategic shop will but only One shop that is Opibeauty which provides land parking.

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## 1. Introduction

Developments in the era of globalization make public the more consumptive and emergent the amount trading free good which causes impact positive and negative for the business world in Indonesia (Holijah, 2015). Trading is order activity sell buy related with transaction goods or services inherent in life community to support all activity in life everyday (Rozita Chandradewi, 2018). Basically man have need life that is not limited and diverse. Needs man can classified become primary, secondary and tertiary needs reviewed from interests. One of them primary needs or main man is clothes. One of the phenomena that occur in society moment This is buy clothes used or thrifting. Trading type This related close very with activity import. Clothing used import of course is clothes used use the one that is still Can used, but in a number of case Possible own lack as following, for example just stitches that are not neat, wrong button or clothes that have been saved for years Then for sale returned by a certain person. (Isma Padillah, 2021) Habit public buy clothes used caused by various factors among them Because higher price cheap so that underprivileged society capable more choose For buy clothes former and also caused by lack of literacy public about effect health in use clothes used. Citing export - import data from BPS (Central Statistics Agency ) import of clothing former Indonesia reached 26.22 tons with value of US\$272,146 in 2022. The amount the increased by 230.40% compared to the previous year previously as many as 7.94 tons with value of US \$44,136. (Dataindonesia.id/industri-perdagangan, n.d.) Basically sale clothes used has prohibited by the government in accordance with regulated Minister of Trade regulations in Article 47 paragraph (1) of the Law Number 7 of 2014 concerning trading clothes used import (Muhammad Wahyu Abdi Wijaya, 2022). Then provision about sale clothes used imports are also regulated in Article 2 Regulation of the Minister of Trade Republic of Indonesia Number 51/M-DAG/PER/7/2015 concerning prohibition import clothes used (Apri Naldi, 2023). Regulation latest about prohibition clothes used import set up in Minister of Trade Regulation Number 40 of 2022 concerning change on Minister of Trade Regulation Number 18 of 2021 concerning goods prohibited exports and goods prohibited from importing, where entry clothes used import to in the territory of Indonesia resulting in impact to health society and also has an impact on the country's economy . However, the reality shows that the thrifting phenomenon is currently very popular among the public (Ariska Dian Novarianti, 2021).

Thrift sellers spread both in shopping centers and selling online on e-commerce or social media. Thrifting sales places that are quite famous in Indonesia such as in the Pasar Senen area of Jakarta, Blok M Square, Tanjung Balai North Sumatra, Bandung and spread across various cities in Indonesia. One of the observed thrifting sales is also in Banda Aceh City. The number of used clothing stores in Banda Aceh City recorded on social media includes Thrift Shop by Jenada, Bajebaroe Trifthsop, Opibeaauty, Cut Nana Store and others. The author has conducted initial observations on several thrifting stores in Banda Aceh City

including the Bajebroe Trifthsop store located on Jalan Prof. Ali Hasyimi, Lamteh, Kec. Ulee Kareng, Banda Aceh City, Opibeaity Lamteh located on Jalan Prof. Ali Hasyimi, Lamteh, Kec. Ulee Kareng, Banda Aceh City, and Cut Nana Store located on Jalan Simpang Jambo Tape. The results of the interview with the owner or business actor of second-hand goods thrifting Cut Nana Store, one of the shops that provides second-hand clothes or thrifting in Banda Aceh City, stated that they obtain thrifting goods from agents or distributors outside the region or abroad by ordering online or via mobile phone, using the sack system or another term per ball, traders can order how many sacks of thrifting clothes they want, here the traders do not yet know the quantity and quality of the goods. Traders only rely on the price level based on grade, the higher the grade price, the thrifting goods in the form of balls are expected to have good quality so that the defective goods are also lower and vice versa. Based on the results of the interview, it was stated that in thrifting there are three grades, namely grade A, grade B and grade C. Grade A is clothing that has never been worn but the label or tag on the clothes is no longer there, then grade B is clothing that has only been worn once and the last grade C is used clothing that has been worn and is predominantly more damaged and losses to traders. In addition, the countries of origin of these used clothes are diverse, but most come from Japan, China and South Korea. The system in this thrifting business is a wholesale or sack system where the seller orders imported clothes either from outside the region or from abroad through a webstore with a price of around IDR. 2,500,000 - IDR. 5,000,000 per bale. Used clothes sometimes have defects or damage to the buttons and collars, the seller only realizes this when the ordered goods have arrived. Initial observations at the location of the used clothing sales, the condition of the shop was quite crowded with enthusiasts with alternating buyers coming. This shows that used clothes or thrifting are quite popular, generally from students and also the community. With a strategic location and comfortable conditions, buyers come in turns to shop. Even the business pioneered by the owner of one of the shops, namely OpiBeauty, has branches, one of which is in Bireuen Regency and the Cut Nana Store has 3 floors to sell his used clothing sales business. The items offered are quite diverse, ranging from branded clothing, pants, jackets, they even sell used shoes that are still wearable. This is quite interesting for buyers because they can get clothes and other necessities but at a cheaper price. The development of the thrifting business is considered quite promising because the income generated is quite large, this is supported by the results of an interview with the owner of Bajebroe Thrift who stated that the gross income they get in one month ranges from IDR 30,000,000.00 - IDR 50,000,000.00 and net income ranges from IDR 9,000,000.00 - IDR 25,000,000.00. The same thing was also stated by the owner of the Opibeaity shop who said that monthly income ranges from IDR 40,000,000.00 - IDR 50,000,000.00 based on the owner's statement that income can double at certain times such as welcoming the month of Ramadan and Eid al-Fitr.



Figure 1. Situation In The Shop

Source: Documentation of the situation in the shop, on February 7, 2025

As seen in the image above based on documentation at the used clothing sales location in Banda Aceh City on February 7, 2025. The first image shows the condition of visitors at the Cut Nana Store located in the Simpang Jamboe Tape area, Banda Aceh City. While the second image shows the condition of visitors at the OpiBeauty store located in Pango, Banda Aceh City. One factor that needs to be considered when innovating used clothing sales is that it must have a clear goal. Therefore, every business must have the right strategy to turn ordinary buyers into loyal and loyal potential customers. The marketing strategy carried out by business owners is quite attractive so that many consumers do not hesitate to shop for used clothes. Marketing strategy can be interpreted as a way for economic actors to produce goods and services to achieve sustainable competitive advantage. Marketing strategy can be considered as one of the foundations of the overall plan, there are major challenges in this field and a comprehensive plan is needed to guide the department in carrying out its activities. Another reason for the importance of marketing strategy is the increasing competition between economic actors in general. In a situation like this, economic actors have no choice but to face it (Kuleh, 2023).

Nowadays, consumers also follow the development of the internet and business owners can connect to the internet or social media to communicate and promote their products, so that business people choose a marketing strategy that uses the internet to promote their business. Marketing activity strategies such as Tiktok, Facebook, Twitter, Instagram and others are social media marketing. Social media marketing is used as a buying and selling tool that provides opportunities for buyers and sellers to interact with each other (Nurdin, 2021). Perpetrator business must own outlook in to try out his business through social media that becomes receptacle marketing its products that can connect between sellers and buyers. This

strategy merge effort marketing in a way simultaneously For increase sale a product or services. With the more progress technology and its development knowledge knowledge, style life public specifically choice clothes the more diverse. Mix 4P marketing is evolution from draft mix marketing traditional which is only covers four element that is product, price, promotion and place. Product (product) is object goods for sale, price (price) is a certain amount of money that works as tool swap For to obtain desired item, place (place) is a place that can interesting consumer specifically a place that has distance strategic and efficient for consumer, promotion (promotion) is mix marketing that displays advertisement goods sold. This strategy used Because is tool controlled marketing For get response consumers and have superiority that is allow perpetrator business adapt with need consumers (Sari, 2022).

## 2. Research Design

The type of research used in writing this scientific paper is qualitative research using the *Purposive Sampling technique* . Qualitative research has two main characteristics, namely: First, the data is not in the form of numbers, more in the form of narratives, descriptions, stories, written and unwritten documents. Second , research qualitative No own formula or rule absolute For processing and analyzing data. In qualitative research, problem exploration, factor identification and theory development are the main characteristics. (Gumilang, 2016)This study uses a qualitative approach with descriptive analysis techniques. Descriptive analysis is a method to describe or present a general picture of the object of research using data or samples collected based on facts of events in the field, which are then analyzed to formulate conclusions that can be used by the community. This study involves descriptive data analysis and informant data which can later be linked to theories and concepts that support relevant arguments. In other words, this study aims to understand what actually happens to the marketing strategy in the second-hand clothing business (*thrifting*) in Banda Aceh City, using the concept of verification in the marketing mix perspective. In this study, the location of the author's research is in Banda Aceh City, especially shops that sell second-hand clothing (*thrifting*). The following is the number of second-hand clothing shops (*thrifting*) spread across various regions in Banda Aceh City:

Table 1. Name and Address of Research Store

No	Store Name	Location
1	Bajebroe Trifthshop	Jl. Prof. Ali Hasyimi, Lamteh, District. Ulee Kareng, Banda Aceh City
2	Opibeauty Lamteh	Jl. Prof. Ali Hasyimi, Lamteh, District. Ulee Kareng, Banda Aceh City

3	Nyo Thriftshop	Jl. Rukoh, Front MTsN Rukoh, Syiah Kuala District, Banda Aceh City
4	Cut Nana Store	Jl. Simpang Jambo Tape
5	Thriftcewek.bna	Jl. Rukoh, Front MTsN Rukoh, Syiah Kuala District, Banda Aceh City
6	Derostha Trifthing Boutique	Jl. Umuha Campus, Batoh, District. Lueng Bata, Banda Aceh City
7	Sek2hand	Jl. T. Meugat, No. 3 Mulia, Kec. Kuta Alam, Banda Aceh City
8	Ninety.Nine Gallery Trift Shop	Jl. Gabus, No. 41C, Lampriet, Kuta Alam District, Banda Aceh City
9	Trifthydr.Btj	Jl. Keutapang Mata-Ie, Lorong Al-Hikmah, Grand Minimalis Housing Block C, No. C17, Peuniti, Kec. Baiturrahman, Banda Aceh City
10	Thrift Shop By Jenada	Jl. Teungku Chik Dipineung, No. VII, Pineung, Syiah Kuala District, Banda Aceh City

Source: Processed Data February 2025

Data collection in field This naturally related with technique data mining and also sources and types the data . The data source in study least qualitative is the *first* words and the *second* behavior, the rest in the form of additional data like documents, written data sources, photos and statistics. Primary data sources is the words and actions of the person being observed or interviewed (Rijali, 2018). The data source in this study uses primary data, where primary data is data obtained from original sources and from research locations related to the research object, both data obtained from observation, interviews and documentation. These steps are taken to obtain information related to the object being studied completely according to the data needed.

### Data collection technique

Data collection used in study This is observation in a way direct in the actual situation in observe and dig information related to the marketing strategies carried out by the actors business in activity transaction sell buy clothes used (*thrifting*) in the city of Banda Aceh. Here are is a list of sources or owner from shop clothes former ones located in the city of Banda Aceh:

Table 2. Sources in the Research

No	Store Name	Location	Owner Name	Age	Gender
1	Bajebaroe Thrift	Jl. Prof. Ali Hasyimi, Lamteh, District. Ulee Kareng, Banda Aceh City	Martunis	24 years old	Man
2	Opi Beauty	Jl. Prof. Ali Hasyimi, Pango, District. Ulee Kareng, Banda Aceh City	Diamond	24 years old	Woman
3	Nyo Thriftshop	Jl. Rukoh, Front Mtn Rukoh, Syiah Kuala District	M. Mulianda	22 years	Man
4	Thriftcewek.Bna	Syiah Kuala District	Munzir	30 years	Man

Source : Processed Data February 2025

The most important thing in procedure interview is stages determination subject study that is informant is a person who gives information about the data desired by the relevant researchers with ongoing research done. Taking sample For interview so researcher use technique *purposive sampling* , namely choose and determine what is considered understand and know about what is expected by the source. Determination informant done with a number of consideration or the requirements set researcher that is condition the is that is as following:

- Owner or employee shop *thrifting* in Banda Aceh City with amount *followers* most on social media *Instagram*.
- The most interesting *thrifting* stores attention in Banda Aceh City.

## Guidelines Interview

In research this, guidelines interview containing about question about What marketing strategies are used by the actors? business in practice sell buy clothes used (*thrifting*) in Banda Aceh City. Steps taken in compose *instrument* study This started from describe variable research, namely related with the marketing strategy carried out by the *owner* clothes used with based on The 4P *marketing mix* theory is *product, price, place, promotion*. After finding indicator in determine question so step furthermore determine a number of question interview for done study study scientific.

Table 3. List of Questions Interview

No	Question
1	Product ( <i>Product</i> )
	1. How are you, Sir/Madam, in choose variations in clothing models the former that is about to for sale?
	2. How do you maintain product quality in used clothing?
	3. How trend consumer in choose branded products with products that are not branded?
2	Price
	1. How to determine the selling price pattern for used clothing?
	2. How do you take care of yourself ? price to remain competitive from price product competitors ?
	3. How are you, Sir/Madam, in give piece price or discount to clothes used for sale?
3	Promotion
	1. How do you tell consumers about the used clothes you sell on mass media or social media?
	2. Whether with promotion the increase your sales sir/madam?
	3. Form activity promotion like what do you choose sir/madam in market product?
4	Place ( <i>Place</i> )
	1. How are you, Sir/Madam, in choose location or place strategic sales ?
	2. What is your strategy in choose access going to shop to make it easier consumers?
	3. How do you provide land for consumer vehicle parking?

Source: Processed Data February 2025



## **Data Analysis Techniques**

### **a. Data Reduction**

Data reduction is a process that focuses attention to the selection, simplification, abstraction and transformation of unintended data. as it appears from notes field. Data reduction includes summarize data, coding, exploring theme and create *cluster*. With select data, summary, or description short in a way carefully and group them to in more patterns big.

### **b. Data Presentation**

Data presentation is a activities involving collection gathering information so that can withdrawn conclusions and possible actions taken. Presentation of qualitative data can in the form of text descriptive in the form of notes fields, matrices, graphs, networks, diagrams and so on.

### **c. Drawing Conclusions**

This matter important For facilitate explanation and confirmation conclusion. This process No only run just once, but interact back and forth, new after that data can presented, completed and verified (Rijali, Analisis Data Kualitatif, 2018).

## **3. Results and Discussion**

### **Marketing strategy Sale Second Hand Clothing ( Thrifting) In Banda Aceh City In The Aspect Product (Product)**

Kotler stated that that product is all something that can offered to the market for interesting attention, owned, used or consumed which can satisfying wants and needs. Indicators to product This based on diversity products and quality product. The factors contained in a product is quality, taste, quality, appearance, available choices, style, brand, packaging, size, type and variety product (Robby Ardiansyah, 2016). About diversity and quality product in business sale clothes used (thrifting) so that consumers interested in clothes used, then following is answer from informant study:

"if the language goods head, feet, body, everything separated depends on the brand, yes usually if it is sold That if trousers trousers Just if shirt shirt Just"

"There is shirts, dresses, cardigans all enter"

According to the owner of Bajebroe Thrift explained that variation the products they set differentiated with various type, such as part head, body and leg parts so that products sold own diversity No only from clothes the remains just. Then according to owner of Opi Beauty to explain that they only sell clothes special woman just will but with variation various products started from availability of t-shirts, dresses, cardigans and more pajamas. Then owner of NyoThriftshop to explain that variation the products they set more focus to clothes man just like T-shirts, shirts, sweaters, pants and so on, will but there are also clothes special

woman However limited and only similar unisex sweater model variations only, and the last one according to owner Thrift women. Banda Aceh City they only provide product special woman just will but with variation various products started from availability T-shirts, shirts, dresses and so on. From the results interview that researcher do with a number of the informant above can concluded that sale clothes used still notice diversity or variation the products they sell, for No impressed boring and have opportunity For interesting consumer more many. This is related with the core of mix marketing according to Hermawan Kertajaya that is point beginning For reach objective company is with create mix the right product for its target market, namely with election in a way Correct the product that will be offered by owner business to its consumers.

### **Marketing strategy Sale Secondhand Clothing (Thrifting) In Banda Aceh City In Terms Of Price**

In running A effort, for give decision about determination price product is very important thing and not easy For done. Price must be set in a way precise, careful and accurate. This is done so that a business can compete with perpetrator business others on the move in the same field and produce product similar like in practice sale clothes used. Price is a tool distribution that connects consumer or user services that do transaction that is between buyers and sellers. Basically, price is one of the means of meeting agreements between consumers and business actors in creating transactions between buyers and sellers. According to Tjiptono, in terms, price can be interpreted as the amount of money or other aspects that contain certain utilities or uses needed to obtain a service. Price also means the amount of money that consumers must pay to obtain a product (Marendra, 2018).

Determination pattern price in sale clothes used based on interview with informant as following:

"This is a fixed price, but it's still negotiable, but we will limit the price to what the negotiation can be".

"We can bargain here, so the shopping bags from the market are still there, so people shop like "bro, this is a little bit less bro" the color is a bit faded, if we are here we also set a price but we can also bargain, the cheapest price range is IDR. 30,000, the most expensive we used to sell IDR. 1,000,000, if what is in front of the Nascar brand, the shirt is IDR. 350,000, there used to be some that sold for IDR. 800,000 if those are people who understand the term vintage shirts because shirts from 98 and 88, because there is no longer any production, that's the difference, because now back to the 90s, now young people like the 90s, now that are a bit more trendy".

This is different from the pricing pattern used by the owners of bajebroe thrift, opibeauty and thriftcewek.bna where they have given fixed prices according to the type of clothing sold:

"From the brand, if the cheapest we promote IDR. 30,000"

"You've mixed it up here, bro, because there are so many people coming, so the price is IDR 5,000, there's a mixture of IDR 10,000".  
"price range is IDR 35,000".

According to the owner of Bajebroe Thrift, he explained that the pricing pattern they use is to sort clothes according to their type starting from a price of IDR. 30,000 to millions according to the type of clothing sold and with a system that allows negotiation between the seller and the consumer, then according to the owner of Opibeautey, he explained that the pricing they do is according to the type of clothing with a price range of the cheapest IDR. 10,000 to the most expensive according to the type of brand, the same thing was also explained by the owner of Nyothriftshop and the owner of Thriftcewek.bna who explained that the pricing pattern they offer starts from a price of IDR. 5,000 according to the type of clothing purchased by consumers.

The pricing patterns carried out by business actors are considered quite different and have their own principles, where the pricing application pattern basically consists of 3 (three) elements, namely production costs, coordination costs and profits obtained. Differences in pricing patterns carried out by business actors can be a comparison for consumers in knowing and comparing prices. Philip Kotler argues that price is the only element of the marketing mix that generates income, other elements incur costs. Price is one of the most flexible elements of the marketing mix, prices are easily changed quickly unlike product displays and distribution agreements. This is supported by the understanding of price theory, namely the amount of money needed to exchange various combinations of products and services, thus a price must be linked to various goods or services provided which will ultimately be the same as something, namely according to the products and services provided. However, it is different from the price set by the basic agent as the main distributor in the sale of used clothing, the agent only gets a commission while the price set comprehensively has an impact on the profits of the business actor. There are 4 (four) indicators in determination price According to Kotler and Armstrong, namely as following:

- a. Affordability price
- b. Compliance price with quality product
- c. Compliance price with benefits , and
- d. Competitiveness price (Sari D. P., 2021)

### **Marketing strategy Sale Second Hand Clothing ( Thrifting) In Banda Aceh City In The Aspect Promotion (Promotion)**

Promotion Already clear become tool main in marketing strategy A product. This promotion is also what erodes business finances in order to introduce products or services to the market. Promotion can in the form of advertisement in print media as well as social media, brochures, billboards and sponsorship or endorsement. Promotion hold role important in company Because besides promotion used as tool perpetrator business in face competition product

especially in sales clothes used, promotional also used For can increase sale its products. For That perpetrator business can increase sale the product with give information about existence and everything something related with product to consumer in a way transparent and clear so that later consumer feel confident and interested For buy clothes used offered. Mix marketing in draft promotion become the most important thing in dig information from perpetrator business For see How how to do it For promote its products and are able to compete fellow perpetrator business clothes former, following attachment interview with informant:

“in ig (Instagram) We lots of interesting promos we will do it later every Friday blessing That each buy three clothes get one shirt free, like that, we many advertising on social media, on tiktok rather less, on Instagram every day active, and shopee”

The same thing was also stated by the owner of Opibeauty:

"We promote Instagram media, live TikTok and add ads, that's not endorsement but part of the management, like ads on Facebook, only they add like swipe up, there are also celebrity endorsements like Uti, like Cut Bul, Cut Bul has been here three times"

According to the owner of Bajebroe Thrift, they only focus on one social media in promoting their products, namely on Instagram, then what is quite interesting is the form of promotion offered by the owner of Opibeauty where the shop promotes all its products more on all types of social media to using endorsement services to celebrities who have great influence in Banda Aceh City, according to the owner of Nyothrifshop they only focus on promotions on Instagram social media and personal chat via Whatsapp and finally the owner of Thriftcewek.bna who clearly explained that they do not focus on promotions through any social media other than Instagram and argue that promotions are only at certain times. It can be concluded that the promotion indicators on social media have different answers from each shop, but overall all owners give the same answer, namely focusing on promotions on Instagram social media and assuming that Instagram social media has a greater influence on their sales.

### **Marketing strategy Sale Second Hand Clothing ( Thrifting) In Banda Aceh City In The Aspect Place (Place)**

Location selection is very important considering that if you choose the wrong sales location, it will result in increased costs that will be incurred later. A place or marketing distribution channel with a name that is easy to remember, easy to find and located in a strategic location will greatly assist in marketing activities of a business and make it easier for consumers to reach the business location. This is in accordance with what was stated by the informant as follows:

"Because I got it here, the plan was to go to the Batoh and Ulee Kareng areas first, right? If we know that shops there are expensive in Darussalam, yes, this shop is still rented, so I

wanted to go to Ulee Kareng first because I couldn't get it in Ulee Kareng because it was too expensive. In the past, because I was pioneering while I was still in college, I got it here".

The same thing was also stated by the owner of Opibeauty who said that:

"It wasn't intentional, sis, in fact, we were still empty here, there was no coffee left, there was no atariki, so in fact, the first time we were here, it was still empty, sis, it was quiet, two years of selling, we just started to have coffee left, there were all sorts of things on the sides, that's why now it's already advanced here, before we hadn't advanced at all, sis, even before there was dindinshop about four years ago, previously we wanted to look for a shop around Lampineung here, coincidentally the lady who owned this transferred the lease, so".

According to the owner of Bajebroe thrift, the choice of sales location was based on unintentional reasons. Initially, the shop owner expected the location to be around the campus area, but the current shop also has a strategic location, namely on the cross-city road, making it easier for consumers. Then, in choosing the location of the Opibeauty shop, the owner explained that the location chosen was based on the owner's wishes and was in a strategic area close to other shops. The same thing was also stated by the owner of Nyothrifshop and the owner of Thriftcewek.bna. where both shops are located in the campus area in accordance with their target market, namely students.

The informant's statement above states that the owner of a used clothing business in choosing a location or place in an area that is quite strategic. In their opinion, choosing a place in a strategic location can provide a very effective contribution to increasing the volume of used clothing sales and can also attract customers not only from the Banda Aceh city area but also from outside the area. Like the location of the Bajebroe Thrift and Opibeauty Stores which are located on the main road and next to other famous shops are one aspect that can influence getting consumers. The right location is highly expected by consumers such as easy to reach, strategic location, easy transportation, and close to the highway, so that the location will support other factors. According to Kotler and Armstrong, location is a variety of company activities to make products produced or sold affordable and available to the target market. The location itself is the planning and implementation of product or service distribution programs through the right place or location.

A comfortable, safe, clean, crowded and easily accessible marketing location are some of the location criteria that are in demand by many consumers. A marketing location is an area or place where a company can run or implement its marketing activities to the community. This is in accordance with the theory put forward by Tarigan which states that location theory is a science that investigates the spatial arrangement of economic activities, or a science that investigates the geographical allocation of potential sources, and its relationship to the influence on the existence of various businesses or other activities both in terms of economy and social. This is always associated with the geographical allocation of limited resources which will basically influence and impact the location of various activities. Most of the basis

of economic theory is assumed to limit space and distance. Several economists have known the importance of the meaning of location but not many have tried to introduce other capital with several variables theoretically. Alfred Weber is an expert who put forward a location theory with an economic approach.(Garry Rondonuwu, 2016).

#### **4. Conclusion**

The practice of selling used clothes in Bajebroe Thriftshop, Opibeaity, Nyothriftshop, Thriftcewek.bna, and Cut Nana Store stores has implemented a marketing mix strategy or 4P marketing mix. In terms of product, it shows that business owners pay attention to the variety and quality of the products they sell, but consumers tend to prefer buying used clothes not because of branded products but because of cheaper prices. In terms of price , it shows that the pricing patterns set by business actors are the same between one and another while still paying attention to the prices of competing products and providing discounts to consumers. In terms of promotion, it shows that only one store is marketing its business on all social media platforms so that it can increase income with various types of social media such as TikTok, Instagram, Facebook and so on and in terms of place, it shows that all used clothing sales locations are quite strategic and easy to reach by consumers and there is adequate parking space and makes it easier for consumers.

#### **5. Acknowledgements**

It is expected study This can give input for researchers, adding insight and knowledge knowledge in making pattern fashion woman with digital techniques. In addition, for academics, this research can be used as a reference material in teaching activities or in conducting further research using different analysis methods on the practice of selling used clothing and profitable business opportunities for business actors. For business actors, especially distributors and agents, it is expected that before selling or sending goods to traders, they will first ensure that the clothes to be sent in the sacks are of good quality or not and provide information to traders about the quality of the goods so as not to cause losses to one party.

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