

## Beyond Traditional Boundaries: Hennyhenna Art's Marketing Innovation

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### ABSTRACT

This study aims to understand how Hennyhenna Art, a small business in the field of henna art, is able to transcend traditional boundaries through marketing innovation in the digital era to achieve competitive advantage. The research methods used situational approach allow researchers to understand the specific physical context of Hennyhenna Art's marketing innovations in the digital era, including factors that affect marketing strategies and competitive advantages in certain situations. The results show that Hennyhenna Art has successfully utilized various digital platforms and social media to market its products and services, reach a wider audience, and build closer relationships with its customers. In addition, Hennyhenna Art continues to innovate in creating unique and attractive henna designs, as well as adjusting its services to the trends and needs of consumers in the digital era. This strategy has helped Hennyhenna Art achieve competitive advantage in a highly competitive market.

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## 1. INTRODUCTION

In today's digital era, marketing has become more complex and dynamic. Companies and small businesses must adapt and innovate to stay relevant and competitive. One example of a small business that has succeeded in doing this is Hennyhenna Art, a business in the field of henna art. Despite operating in a fairly traditional industry, Hennyhenna Art has managed to transcend these boundaries by leveraging marketing innovations in the digital era.

Digital marketing allows Hennyhenna Art to reach a wider audience and build closer relationships with its customers. In addition, they also continue to innovate in creating unique and attractive henna designs, as well as adapting their services to consumer trends and needs in the digital era. However, how exactly they do it and how these strategies help them achieve a competitive advantage still needs to be further researched. Therefore, this study aims to understand how Hennyhenna Art is able to transcend traditional boundaries through marketing innovation in the digital era to achieve competitive advantage.

Marketing in the digital age has changed the way businesses operate and interact with their customers. Utilizing the digital era to achieve competitive advantage is indeed very important in today's business world. Marketing in the digital age has opened up many new opportunities for businesses to reach and interact with their customers.

## **LITERATURE REVIEW**

### **Digital Marketing**

Digital marketing is a marketing strategy that uses digital technology and the internet to promote a product or service. It includes a variety of techniques and methods, such as SEO (Search Engine Optimization), content marketing, social media marketing, email marketing, and digital analytics. be:

1. **SEO (Search Engine Optimization)**  
It is a technique to improve a website's ranking in search engine search results like Google. The goal is to increase online visibility and attract more visitors to the website.
2. **Content Marketing**  
It involves creating and distributing relevant and valuable content to attract and retain an audience. This content can be blogs, videos, infographics, or other types of content that provide value to the audience.
3. **Social Media Marketing**  
It involves using social media platforms such as Facebook, Instagram, Twitter, and others to promote products or services. It's a great way to interact directly with customers and build strong relationships with them.
4. **Email Marketing**  
It is a technique of sending commercial messages to groups of people via email. It can be used to promote products, provide updates, or maintain relationships with customers.
5. **Digital Analytics**  
It involves collecting and analyzing data on how users interact with a website or digital marketing campaign. It helps businesses understand what works and what doesn't, and how they can improve their strategy.

### **Innovation**

Innovation is the process of creating something new, unique, or different that provides value. It can be an idea, item, or method, and it is usually aimed at fixing something or solving a problem. Innovation can occur in various fields, including technology, business, education, art, and others.

In a business context, innovation often involves developing a new product or service, or improving an existing product or service. This could involve discovering new technologies, developing new business models, or discovering new ways to do things. Innovation is essential in the business world because it helps companies stay competitive, meet customer needs, and grow. Innovative companies are often more successful than those that are not.

However, innovation can also be a challenge. This requires creative thinking, technical knowledge, and often requires an investment of time and money. In addition, not all innovations are successful, and there is a risk of failure.

### **Competitive Advantage**

Competitive advantage is the advantage that a company has over its competitors, which makes it able to generate greater value for its customers and itself. Competitive advantage can be anything that makes a company different and better than its competitors.

Ada beberapa cara perusahaan bisa mencapai keunggulan bersaing, seperti:

1. **Product Differentiation:** Creating a product or service that is unique or different from that offered by competitors. This could involve features, design, quality, customer service, or any other aspect of the product or service.
2. **Cost Leadership:** Being a low-cost manufacturer in the industry, allows companies to offer lower prices or maintain higher profit margins.
3. **Market Focus:** Targeting a specific market segment or niche, and serving the needs and wants of that segment better than competitors.
4. **Innovation:** Developing new products, services, or technologies that provide more value to customers.
5. **Strong Brand:** Building a strong and recognizable brand can make a company stand out from competitors and build customer loyalty.

Competitive advantage is the key to success in business. Companies that have a competitive advantage are usually better able to survive market competition and achieve long-term growth.

### **Consumer Behavior**

Consumer behavior is the study of how individuals, groups, or organizations choose, buy, use, and dispose of goods, services, ideas, or experiences. This includes the process they use to make those decisions and the factors that influence those decisions.

There are several factors that effect consumer behavior, including:

1. **Psychological Factors:** This includes a person's motivation, perception, learning, and attitude or beliefs. For example, a person may buy a particular product because they believe it will meet their needs or desires.
2. **Social Factors:** This includes influences from family, friends, and other social groups. For example, someone might buy a certain product because they saw their friends or family members using the product.
3. **Personal Factors:** This includes a person's age, gender, lifestyle, and personality. For example, a person may choose a specific product that reflects their lifestyle or values.

**Cultural Factors:** This includes culture, sub-culture, and social class. For example, a person's culture can affect the type of food they buy or the type of clothing they wear.

## **2. METHOD**

The research methods used situational approach allow researchers to understand the specific physical context of Hennyhenna Art's marketing innovations in the digital era, including factors that affect marketing strategies and competitive advantages in certain situations. The population and sample in this study are Hennyhenna Art consumers with a random sampling method used to obtain a wide representation. Conduct literature reviews to understand previous theories and research on marketing innovation, digital marketing, and competitive advantage. This will help in understanding the context and defining the conceptual framework of the research.

Conduct in-depth interviews with Hennyhenna Art's owners or managers to understand how they implement their marketing innovations and digital strategies. These interviews can include questions about the digital platforms they use, how they interact with customers, and how they innovate in their designs and services. Observing how Hennyhenna Art operates in practice, including how they interact with customers and how they create and market their henna designs. Collect and analyze relevant documents, such as Hennyhenna Art's marketing strategies, social media posts, customer reviews, and more. Interpreting data collected from interviews, observations, and document analysis to draw

conclusions about how Hennyhenna Art is able to transcend traditional boundaries and achieve competitive advantage through marketing innovation in the digital age.

### 3. RESULTS AND DISCUSSION

This research found that Hennyhenna Art has successfully utilized various digital platforms and social media to market its products and services. They actively post photos of their henna designs on Instagram and Facebook, often with stories or additional information about the inspiration or process behind the design. They also have a website that displays their portfolio and provides information about the services they offer.

In addition, Hennyhenna Art also continues to innovate in creating unique and attractive henna designs, as well as adapting its services to consumer trends and needs in the digital era. For example, they have introduced henna services for special occasions such as bachelorette parties or baby showers, and they also offer henna classes for those who want to learn this art.

These results show that Hennyhenna Art has managed to go beyond traditional boundaries through marketing innovations in the digital era. By leveraging digital platforms and social media, they have been able to reach a wider audience and build closer relationships with their customers. This is in line with digital marketing theory, which emphasizes the importance of leveraging digital technology to reach a wider audience and build closer relationships with customers.

In addition, Hennyhenna Art's innovation in creating unique and attractive henna designs, as well as adapting its services to consumer trends and needs, shows how they have been able to achieve a competitive advantage. This corresponds to innovation theory, which emphasizes the importance of creating and implementing new ideas to improve a product or service.

However, it is important to note that although Hennyhenna Art has been successful in many aspects, there is still room for further improvement and innovation. For example, they could consider leveraging other digital platforms, such as YouTube or TikTok, to promote their products and services. They may also consider offering more types of services or products, such as DIY henna kits or henna-themed merchandise.

The biodata of Jelita Food is as follows:

Business Name	: Hennyhenna Art
Founder	: Henni Setiani
Year of Establishment	: 2021
Location	: Rantauprapat Surroundings
Specialty	: Henna art for a variety of occasions and purposes, including parties, weddings, and other special occasions
Vision	: To take the art of henna to a higher level and make it more known and appreciated by the wider community.
Mission	: Provide high-quality henna services with unique and attractive designs and provide a pleasant and satisfying experience for every customer. In addition, it also creates new innovation such as issuing instant Henna products.

**Hennyhenna Art Products and Services Sales Table**

<b>Month/Year</b>	<b>Purchase Amount Number of Henna Party Services</b>	<b>Number of Wedding Henna Services</b>	<b>Number of Henna Classes</b>
October 2022	20	4	7
November 2022	22	6	10
December 2023	22	5	13
January 2023	24	5	15
February 202	27	6	27
March 2023	31	1	27
April 2023	30	9	29
May 2023	35	12	29
June 2023	36	10	32
July 2023	38	8	35
August 2023	42	9	35
September 2023	49	11	30
October 2023	50	16	32
November 2023	52	14	32
December 2023	63	15	34

Based on the table above, it shows that the sales of Hennyhenna Art Services have increased every month:

1. **Increased Sales:** There has been a consistent increase in the sales of party henna services, wedding henna services, and henna classes month on month. This shows that Hennyhenna Art has managed to attract more customers throughout the year.
2. **Most Popular Products:** Party henna services seem to be the most popular services, with the highest sales every month compared to wedding henna services and henna classes. This suggests that this service may be a major attraction for Hennyhenna Art's customers.
3. **Seasonal Trends:** While this table does not show seasonal data, if there are significant sales fluctuations in certain months, it could indicate the presence of seasonal trends. For example, an increase in sales in certain months could indicate that there is more demand for henna services during the wedding or holiday season.

In traditional times, Hennyhenna Art only served customers in the local area and their sales were limited to live events and through word-of-mouth recommendations. Suppose they sell about 200 services per year.

By turning to the digital age, Hennyhenna Art may have leveraged social media and online platforms to market their services. They may also have expanded their services to include online henna classes or DIY henna kits that can be purchased and shipped to customers anywhere. With this strategy, suppose their sales increase to 700 services per year.

This difference shows an increase in sales of 500 services per year from the traditional period to the present, which is an increase of 250%. This is an example of how the use of the digital age and online marketing strategies can help businesses like Hennyhenna Art to increase their sales.

#### 4. CONCLUSION

Hennyhenna Art has successfully leveraged the digital era to increase sales and achieve competitive advantage. They have used digital platforms and social media to market their services and reach a wider audience. In addition, they have also innovated in creating unique and attractive henna designs, as well as adapting their services to consumer trends and needs in the digital era. Hennyhenna Art could consider leveraging other digital platforms, such as YouTube or TikTok, to promote their products and services. This can help them reach a younger and more diverse audience.

Hennyhenna Art may consider offering more types of services or products, such as DIY henna kits or henna-themed merchandise. This can help them attract more customers and create additional revenue streams. To better understand the needs and wants of their customers, Hennyhenna Art can conduct market research or customer surveys. This can help them in making decisions about new products or services, or in adjusting their marketing strategies.

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