

## **Survival Strategies in the Digital Age: A Case Study of Vivigkt Store A Contemporary Fashion Store in Tegal**

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### **Abstract**

Digital transformation has significantly impacted the micro, small, and medium enterprise (MSME) sector, particularly in the fashion industry where rapid trend shifts and consumer demands require adaptive and innovative strategies. This study explores the survival strategies of Vivigkt Store, a local fashion retailer in Tegal Regency, in responding to digitalization challenges. Using a descriptive qualitative approach with in-depth interviews, the research examines how the store manages digital marketing, builds customer relationships, and maintains brand consistency across online and offline platforms. The findings indicate that Vivigkt Store adopts content marketing optimization, ensures seamless customer experiences, and delivers consistent service quality, reflecting the principles of the Dynamic Capabilities Theory. The study's practical contribution is offering insights for local MSMEs on adopting scalable, cost-effective digital strategies focused on customer experience. Its novelty lies in presenting a case study of a rural MSME that successfully integrates digital tools and omnichannel approaches, an area rarely addressed in current literature.

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## **Introduction**

Digital transformation has brought about major changes in the digital business ecosystem, creating an increasingly complex, dynamic, and uncertain competitive landscape. Technological developments such as e-commerce, social media, artificial intelligence (AI), and the Internet of Things (IoT) have not only changed the way consumers interact with products, but also require businesses to redesign their business strategies in order to survive. According to Achamadi (2025), digital innovation has become the key for businesses that want to adapt and win the competition in this era of disruption. These changes require businesses to not only understand technology, but also integrate it strategically into their business models (Ilham Rizqi Ariyandia, 2025).

The fashion industry is one of the sectors most affected by the wave of digitalization. The rapidly changing nature of fashion, coupled with increasingly critical consumers, poses a major challenge for businesses. According to (Fania Alzaira Arrahma, 2023), only businesses that are able to read market trends and adapt their digital marketing strategies will be able to survive. Competition in this sector is not only between local players, but also with global brands entering the digital platform. As a result, local fashion stores are faced with the urgent need to develop adaptive, creative, and technology-based marketing strategies.

A number of studies confirm that the ability to innovate is a key factor in maintaining business sustainability in the digital age. These innovations include aspects of products, business models, marketing, and customer service. Businesses that are able to utilize digital technology to improve operational efficiency, expand their market, and create a more personalized consumer experience have a significant competitive advantage (Ilham Rizqi Ariyandia, 2025). Data from the World Economic Forum 2024 even shows that more than 70% of businesses that fail to undergo digital transformation experience a drastic decline in revenue. In Indonesia, a 2023 report from the Ministry of Cooperatives and SMEs shows that only about 30% of MSMEs are optimally connected to the digital ecosystem. This indicates a digital divide that has the potential to widen the competitiveness gap between businesses.

This condition further emphasizes the importance of research on MSME survival strategies in the digital era. Previous studies tended to focus on large startups or multinational companies, while local fashion MSMEs were rarely the subject of in-depth study. This has created a research gap, because MSMEs actually play an important role in the national economy. This study presents something new by highlighting how a local fashion store, Vivigkt Store in Tegal, was able to adopt a digital strategy despite facing resource constraints.

On the other hand, digitalization has also brought about changes in consumer behavior. Modern consumers are increasingly independent, critical, and connected to various sources of digital information. According to Philip Kotler (2017), digital consumers tend to rely on social media, customer reviews, and online communities before making purchasing decisions. This requires businesses to not only be present on digital platforms, but also to be able to effectively manage their reputation, content, and customer interactions. Failure to do so increases the risk of losing competitiveness.

In the context of fashion, (McKinsey, 2021) emphasizes that digitalization is not limited to the use of e-commerce, but also includes the use of data analytics, AI-based product visualization, and customer involvement in product design and campaigns. This strategy is important for local fashion stores that want to create new market niches. However, implementing digital strategies is not easy for MSMEs. (OECD, 2021) states that the main obstacles include technological limitations, low digital literacy, and minimal access to financing. A study by (Bappenas, 2022) also adds that the majority of Indonesian MSMEs still rely on conventional methods and have not fully utilized digital technology.

Nevertheless, MSMEs have the advantage of flexibility and proximity to local markets. (Christensen, 1997) emphasizes that small businesses are often more responsive to market needs and have the potential to implement disruptive innovations on an efficient scale. In the context of Vivigkt Store, social media-based strategies, brand narratives, and

community approaches are key factors in maintaining sustainability. This shows that despite their capital limitations, MSMEs can still take advantage of digital opportunities through creative strategies.

In addition, the success of digital strategies is also influenced by organizational readiness. (Westerman, 2014) emphasizes that digital transformation is not just about implementing technology, but also changing organizational culture, leadership mindsets, and operational structures. Therefore, MSMEs that want to survive in the digital era must be able to align their perspectives (Verhoef, 2016), which states that the modern customer journey is non-linear and involves cross-channel interactions. This means that a consistent customer experience across various platforms is the key to success.

Based on the above explanation, this research is important because it provides a theoretical description of how fashion MSMEs such as Vivigkt Store adapt to digital challenges. The novelty of this research lies in its focus on local fashion stores in the region, which have received little attention in academic literature. This study is expected to contribute theoretically to the development of SME digital management studies, as well as provide practical implications for business actors, the government, and other stakeholders in formulating SME empowerment strategies in the digital era.

## **Literature Review**

### ***Content Strategy***

Digital content strategy is a crucial component in building brand–customer relationships. Modern consumers increasingly depend on social media and online communities to make purchasing decisions, which makes consistent and engaging content essential for trust-building (Kotler, 2016). Visual content such as product photos, tutorial videos, and testimonials fosters emotional engagement, while well-planned strategies communicate brand values effectively across platforms (Ellis-Chadwick, 2019). Abdullah (2025) further highlights the role of two-way interaction, influencer collaboration, and analytical data in creating loyal and active customer communities.

### ***Sales Promotion Strategy***

Sales promotions such as discounts, bundling, and flash sales—stimulate quick purchasing decisions in competitive digital markets (Kotler, 2016). Basu (2023) notes that psychological pricing and strategic presentation enhance perceived product value, making offers appear more attractive. Similarly, Pan (2023), through the elaboration likelihood model (ELM), shows how visually appealing promotions on social media influence consumers via peripheral routes, triggering emotional and impulsive purchases.

### ***Brand Consistency and Integrated Marketing Communication (IMC)***

Maintaining consistent visual and messaging elements across platforms strengthens brand identity and fosters consumer trust (Belch, 2018). Sugiati (2025) argues that integrated strategies supported by AI and data analytics enhance brand awareness and professionalism. IMC helps unify communication across different channels such as social media, marketplaces, and physical stores. Vivigkt Store exemplifies this by ensuring consistency in its branding and messaging on Shopee, TikTok, and Instagram.

### ***Omnichannel Experience***

Omnichannel strategies ensure a seamless customer journey across online and offline touchpoints. Rahman (2025) emphasizes that modern consumers expect uniform service quality at every interaction. The use of CRM systems, AI, and content automation allows for personalization and efficiency, thereby strengthening satisfaction and emotional bonds. For SMEs like Vivigkt Store, maintaining consistent service responsiveness and communication style across all platforms is critical for customer loyalty.

### ***Dynamic Capabilities Theory***

The Dynamic Capabilities Theory (Teece, 1997) provides a framework for understanding how businesses sustain competitiveness by sensing opportunities, seizing them effectively, and reconfiguring resources. These capabilities encompass adaptability, technological agility, and decision-making speed. In Vivigkt Store, adaptability is evident in its responsiveness to fashion trends, rapid content adjustments, and alignment of omnichannel services. This demonstrates how dynamic capabilities underpin the success of SMEs in facing digital challenges.

### **Research Methods**

This study uses a descriptive qualitative approach with a single case study method at Vivigkt.id, located in Kagok, Slawi Wetan, Tegal Regency. The observation was conducted on May 24, 2025. A single case study was chosen because Vivigkt Store is a distinctive representation of local SMEs actively adopting digital strategies to address the challenges of modern business. This approach allows for an in-depth exploration of the adaptation and innovation processes implemented by business operators, as well as providing potential transferability of findings to similar SME contexts.

The primary informant in this study is Vivi Agustin, a 25 year old woman who is the owner and manager of Vivigkt Store. At the age of 16, after school, she sold cilok and shorts, saving the proceeds to increase her business capital. She then pursued a career in fashion for over five years. Given her strategic role as the primary decision-maker in operational and digital marketing activities, Vivi was selected purposively as she is considered to have direct experience and comprehensive insights into implementing survival strategies in the digitalization era, both online and offline.

Data collection was conducted using three main techniques: semi-structured interviews, observation of digital store activities such as interactions with consumers on social media and marketplaces, and documentary studies involving promotional content archives, posts, and customer responses. To ensure data validity, triangulation was used by combining interview results, observations, and documentation. Additionally, member checking was conducted, which is the process of re-clarifying the interpretation of data results with informants to ensure the validity of the findings. All data were analyzed using thematic analysis techniques, through the processes of transcription, coding, category identification, and the establishment of main themes interpreted based on the theoretical framework of dynamic capabilities, digital marketing strategies, and the behavior of SME fashion consumers in the digital era.

## **Results and Discussion**

### **General Profile of Vivigkt Store**

Vivigkt Store is a contemporary fashion store located in Kagok, Slawi Wetan, Tegal Regency. The name “GKT” stands for “Grosir Kosmetik Tegal” (Tegal Cosmetics Wholesaler), which provides a variety of contemporary fashion items. Not only that, Vivigkt Store also offers various types of cosmetics, facial skincare, body skincare, and accessories. Vivigkt Store targets the young adult and young mother market segments. The store stands out with its strong visual approach, following the latest fashion trends, and building its identity through a modern lifestyle. Despite facing the challenges of digitalization, Vivigkt Store has managed to maintain its existence through a series of digital marketing strategies and adaptive customer service.

### **Content Strategy and Customer Engagement**

One of the main pillars of Vivigkt Store's digital strategy is consistent and relevant content management that highlights the emotional aspects of consumers. Targeting young people and housewives who are active on social media, Vivigkt Store utilizes platforms such as Instagram, Shopee, and TikTok to display strong visual content. Each platform is used with a different approach: Instagram for visual aesthetics and storytelling, Shopee for promotions and transactions, while TikTok is utilized for viral and light-hearted content. This approach demonstrates a good understanding of user characteristics across each channel.

The content shared includes high-resolution product photos, “try-on” videos, store activity highlights, and customer testimonials. According to Ms. Vivi, *“We always strive to present content that is real and close to the daily lives of customers, so they feel comfortable and trusting.”* This strategy not only showcases products but also creates a narrative that emotionally connects consumers with the brand. Visual consistency, a friendly communication tone, and an authentic brand story strengthen the connection with the audience and enhance trust. This aligns with (Ellis-Chadwick, Digital Marketing (7th ed.), 2019) perspective that well-designed content strategies can drive emotional engagement and strengthen long-term relationships between brands and consumers.

The success of this strategy is reflected in high engagement rates on posted content, organic follower growth, and customer participation in live shopping. However, Vivigkt’s content strategy is not without challenges. One internal constraint faced is the limited human resources to consistently produce content. Ms. Vivi revealed, *“Sometimes I have to take photos, edit videos, and manage all accounts myself.”* This situation shows that even a good strategy will be difficult to implement without a supportive team or a structured work system.

Intense competition in the digital fashion space also creates its own pressures. Many local and national brands have larger resources for paid advertising or collaborations with prominent local influencers like Ivana Zulkha and Siskaamera. Additionally, the ever-changing algorithms of platforms like Instagram and TikTok often make it difficult for Vivigkt’s content to consistently reach a broader audience. The ever-changing visual trends also force the store to continuously experiment to remain relevant in the eyes of digital customers.

Flexibility and understanding of the local market are unique strengths. Vivigkt can quickly respond to local trends and tailor content based on audience preferences. This approach aligns with the framework of (Teece, 1997) Dynamic Capabilities Theory, which states that the ability to adapt and the speed in reading market changes are key to maintaining competitive advantage in the digital age.

Vivigkt's content strategy serves not only as a promotional tool but also as a mechanism for the business to adapt to the ever-changing dynamics of the digital market. The success of this strategy depends heavily on a combination of creativity, consistency, technical expertise, and the organization's readiness to continuously learn and adapt.

**Tabel 1.** Types of Vivigkt Store content on social media

Content type	Platform	Frequency	Purpose
Product photos	Instagram, Shopee	Daily	Product exposure & information
"Try on" video	Instagram, Tiktok	Once every two weeks	Usage simulation
Behind the Scene	Instagram Stories	Weekly	Brand Humanization
Customer Testimonials	Shopee, Instagram	Weekly	Social proof & trust

Source: Data processed by the author (2025)

### ***Promotional Strategies and Their Impact on Sales***

Digital promotions are one of Vivigkt Store's key strategies for attracting market attention and encouraging quick purchasing decisions. The store regularly runs various types of promotions such as seasonal discounts, bundling promotions, and flash sales through platforms such as Shopee Live, TikTok Shop, and other social media. This strategy is designed to create a sense of urgency and exclusivity, in line with the characteristics of digital consumers who are impulsive and price-sensitive. Ms. Vivi stated, *"When there's a flash sale, customers immediately flock in. Even those who usually just browse end up buying."*

This strategy is effective because it addresses two key aspects of digital consumer behavior: urgency and emotional appeal. According to (Kotler, 2016), promotions are part of the marketing mix (4Ps) tasked with building awareness, creating interest, and ultimately driving consumer action. In the digital age, promotions are not just about announcing discounts but also about how to present offers visually, interactively, and personally. Vivigkt leverages live shopping features to provide a real-time, immersive experience, recreating the atmosphere of a physical store but in a flexible digital format.

The effectiveness of Vivigkt's promotions is evident in the surge in sales during promotional periods. According to internal data shared by Ms. Vivi, *"During discounts or live shopping events, sales can double compared to regular days."* This indicates that promotional strategies packaged with engaging content can significantly boost conversion rates. However, this strategy also has its limitations.

From an internal challenge perspective, one obstacle is consistency in executing promotions. Ms. Vivi admits, *"Sometimes it's tiring because we have to manage content, stock, and prepare for live streams ourselves."* The absence of a dedicated marketing team

means that opportunities for digital promotions are not fully utilized, especially during major events like Halbonas or Shopee 7.7.

Additionally, external factors such as platform algorithms and large competitors with high promotional budgets pose their own challenges. For example, Shopee's algorithm tends to prioritize sellers who use paid advertising features, which are not always accessible to SMEs with limited capital. On the other hand, competitors from large brands often run promotions with more aggressive discounts and support from major influencers, forcing SMEs like Vivigkt to be more aggressive and tactical in developing their promotional strategies.

Nevertheless, an adaptive approach and understanding of customer preferences are key strengths. Vivigkt can tailor promotional types to local consumer behavior, such as bundling promotions for housewives or giveaways for teenagers. This strategy reflects the application of Dynamic Capabilities Theory (Teece, 1997), where Vivigkt demonstrates the ability to respond to market changes and adjust strategies quickly based on customer feedback and digital platform dynamics.

Overall, Vivigkt's promotional strategy is not only aimed at increasing short-term sales but also at strengthening emotional connections and brand awareness. Through interactive and relevant promotions, Vivigkt has successfully built a brand perception that is close and responsive to consumer needs.

**Table 2.** Types of Promotions by Vivigkt Store on Sales 2025

Month	Promotion Type	Products Sold
January	Product Bundling	5.000
February	Flash Sale	9.700
March	Ramadhan Sale	7.200
April	Without Promotion	4.000
Mei	Seasonal Discounts	4.500
June	Flash Sale	9.000
July	Product Bundling	5.500

Source: Data processed by the author (2025)

### ***Brand Consistency and Integrated Communication***

One of Vivigkt Store's main strengths in building a strong identity in the digital age is brand consistency. The store maintains visual identity consistency, such as logos, colors, and typography, across various channels, from physical stores to Shopee, Instagram, and TikTok. This consistency makes it easier for consumers to recognize the brand and creates an emotional association with the products offered.

Brand consistency at Vivigkt does not stop at visual appearance. The tone of communication is also tailored to the channel while maintaining the brand's personality. In offline stores and on Instagram, the language used is more casual and directly addresses young customers, such as using terms like "*Bestie*," "*Cantik*," or "*Beb*," while on Shopee, the style is more informative and focuses on the benefits of the product. This adaptation demonstrates the ability to adapt contextually without compromising the brand's core identity.

This strategy is in line with Integrated Marketing Communication (IMC) according to (Belch, 2018), which emphasizes that consistency in all forms of brand communication will increase the effectiveness of message delivery and strengthen the overall brand image. By maintaining a consistent voice and appearance, brands can build higher credibility and create a cohesive experience for consumers across platforms.

Strategically, this approach has proven effective. Consumers feel more confident and recognize the brand on a more personal level. One random customer mentioned in an interview, *"I like shopping at Vivigkt because the items sold are cute."* This shows that consistency not only improves brand recall but also builds emotional loyalty. However, there are several internal challenges in maintaining this consistency. Vivigkt Store is managed by a small team, and much of the content is still created directly by the owner. This limits the capacity to maintain posting frequency and consistency in content quality, especially when order volume increases. Ms Vivi explains, *"When it's busy, we sometimes forget to update the feed or don't have time to create new content."* This highlights that human resources and time management are the main obstacles to maintaining optimal brand consistency.

From an external perspective, large competitors with professional design teams and substantial promotional budgets also influence brand perception. In a competitive digital landscape, consumers easily compare visual quality across brands. Additionally, frequent changes to social media platform algorithms that alter organic reach pose a challenge, as consistent content does not necessarily guarantee maximum exposure.

Despite these challenges, brand consistency strategy. Vivigkt demonstrates that strengthening the brand through an integrated and cohesive approach is a key pillar in creating differentiation. This strategy reflects the principles of Dynamic Capabilities Theory (Teece, 1997), where the ability to adaptively reconfigure resources in this case, brand content and communication is the key to the resilience of SMEs in a dynamic market.

### **Customer Experience and Omnichannel Services**

In today's digital business ecosystem, omnichannel strategies are becoming increasingly crucial in order to meet consumer demands for a smooth, personalized, and integrated shopping experience across multiple channels. Vivigkt Store implements this strategy by maintaining equal service standards for both online and offline shoppers. Whether customers shop through Shopee, TikTok Shop, or directly at the offline store, they receive accurate product information, fast service, and friendly staff. One customer stated in an interview, *"I often shop online and offline, and both are equally enjoyable. There's no discrimination."* This demonstrates that an inclusive service approach successfully builds customer comfort and loyalty.

This approach is in line with Customer Experience theory by (Verhoef, 2016), which emphasizes the importance of consistency in customer experience at every touchpoint. In the context of Vivigkt, the integration between digital platforms and physical stores not only enhances satisfaction but also strengthens brand equity. This consistency also helps create a seamless and frictionless customer journey, which directly impacts increased repeat purchase frequency and word-of-mouth recommendations.



This omnichannel strategy reflects the application of Dynamic Capabilities Theory (Teece, 1997), which refers to a business's ability to respond to changes in market behavior in a flexible and innovative manner. By leveraging digital technology to align all customer interaction points, Vivigkt demonstrates that SMEs can also create premium shopping experiences with limited resources.

Implementing an omnichannel strategy is not without its challenges. Internally, the Vivigkt store is still managed by a small team, so content management, customer interaction, and order management are often done manually. Ms. Vivi mentioned, *"Sometimes I have to respond to Shopee/Instagram chats myself, and then I also have to serve customers who come directly to the store, so sometimes I get tired and overwhelmed."* This reflects the limitations of human resources and automation in providing cross-channel services.

Limited capital is another constraint. An ideal omnichannel system requires investment in customer relationship management (CRM) software, automated chatbots, and integrated inventory systems, but these have not yet been fully implemented by Vivigkt. Additionally, competition with larger fashion stores that have more advanced omnichannel systems adds further pressure. Furthermore, changes in marketplace platform policies, such as Shopee or TikTok algorithms that affect product visibility, are often beyond the store's control, necessitating continuous strategy adjustments. This strategy has proven effective for the market segment served by Vivigkt Store. By leveraging emotional connection and responsiveness, the store is able to create a personalized and friendly experience that larger brands cannot always provide. This makes omnichannel not just a distribution tactic but a strategic approach to building long-term customer trust and loyalty.

### ***Business Resilience and Adaptive Capabilities***

Business resilience is a key indicator in assessing the extent to which a business is able to survive and thrive amid external pressures, including digital disruption. Vivigkt Store demonstrates adaptive resilience through its ability to respond quickly and flexibly to market changes, a concept that, according to (Teece, 1997), is at the core of Dynamic Capabilities Theory the organization's ability to integrate, reshape, and reconfigure internal competencies in response to a changing environment.

Concretely, Vivigkt Store leverages social media and marketplaces as primary tools to adapt to trends. Content such as "try-on hauls," contemporary OOTD styles, and collaborations with local micro-influencers reflect the store's ability to align its marketing strategies with the preferences of its young audience. An informant stated in an interview, *"If there's a new trend on TikTok, we immediately find a way to create similar content but still in line with Vivigkt's style. Sometimes we just use a smartphone, but the results can go viral."* This demonstrates that the speed of executing trend-based digital strategies has become a significant competitive advantage.

In addition to content, managing promotions based on a digital calendar is another example of Vivigkt's adaptive capabilities. The store tailors its promotional campaigns to moments such as Ramadan, Halbonas, and the end of the year. Historical data from the marketplace is used as a basis for determining the timing, type, and target of promotions.

Analytics are also used to evaluate the effectiveness of campaigns, which influences subsequent strategies. This approach indicates that Vivigkt Store is not only reactive to trends but is also beginning to implement data-driven management.

This adaptive strategy is not without internal challenges. Interviews with the owner reveal that resource constraints are a barrier: *“Our team is still small; sometimes I handle content creation, respond to chats, and manage promotions myself. So not all ideas can be implemented immediately.”* This indicates that while adaptive, operational workloads remain multitasking, posing risks to consistency and efficiency.

From an external perspective, competition from major fashion brands and high-budget influencers on digital platforms like TikTok and Shopee poses significant pressure. In addition, changes in platform algorithms and policies, such as reduced organic content exposure, also affect the visibility and effectiveness of Vivigkt promotions. Limited financial support also restricts the implementation of more advanced technologies, such as automated Customer Relationship Management (CRM) systems or segmented paid advertising. However, Vivigkt's strength lies in its agility and proximity to the local market. Its community-based approach and storytelling make consumers feel close and involved. Instead of competing on a massive scale, Vivigkt stores have successfully built business resilience on a micro scale through the use of technology that is appropriate to their capacity and strong customer orientation. In other words, Vivigkt's adaptive strategy reflects the practical application of dynamic capabilities at the SME level, combining technology utilization, creativity, and operational adjustments to build a sustainable business amid digital market disruption.

**Table 3.** Theoretical and practical analysis of digital survival strategies at Vivigkt Store

Aspects	Theory	Practice at Vivigkt Store	Effectiveness Analysis
Dynamic Capabilities	(Teece, 1997) emphasizes the importance of companies integrating, reshaping, and reconfiguring resources in response to external changes.	Vivigkt Store quickly adapts its content to TikTok trends, creates its own “try on haul” videos, and actively interacts with customers through comments and live streaming.	Effective because it maintains brand relevance and builds direct emotional connections with consumers without relying on external parties.
Data Driven Management	According to (McKinsey, 2021), sustainable fashion businesses need to utilize analytics to understand the market.	Vivigkt store uses historical sales data from Shopee and TikTok to plan seasonal promotions.	Effectively increases seasonal sales, but is still limited to basic marketplace analytics.
Customer Engagement Theory	(Philip Kotler, 2017) states that digital consumers prefer	Vivigkt Store is active on Instagram, TikTok, and Shopee with a casual	Able to increase the loyalty of young consumers,

	brands that engage in formative interactions and are present on various platforms.	communication style, consistent content, and quick responses to customer chats.	but constrained by limited manpower in responding quickly to all platforms.
Business Resilience of MSMEs	(Christensen, 1997) emphasizes the flexibility of MSMEs in creating disruptive innovations efficiently.	Vivigkt utilizes storytelling, closeness to local consumers, and community-based promotions (e.g., live interactions).	This advantage gives it competitiveness in the local market, even though it faces challenges from larger brands with stronger capital.

Source: Data processed by the author (2025)

Vivigkt Store's business resilience and adaptability strategies are in line with the theory of dynamic capabilities as the main framework. By producing its own content, quickly adapting to trends, and building direct interactions through comments and live streaming, this store shows that MSMEs can survive even with limited resources.

These practices effectively enhance customer loyalty and engagement by offering authentic and personalized experiences. However, internal challenges remain, such as limited budgets for paid promotions and the constraints of a small team, which hinder consistency. Externally, factors like intense competition with large brands and the dynamic algorithms of digital platforms also impact the effectiveness of the strategy.

Thus, Vivigkt Store's resilience is built on a combination of self-generated content creativity, simple data utilization, and personal interaction with consumers. This approach demonstrates that local SMEs can thrive in the digital age by emphasizing closeness, flexibility, and community-based innovation.

## Conclusion

This study shows that the ability of MSMEs to cope with the digital era depends on well-planned, innovative, and customer-oriented adaptive strategies. The case of Vivigkt Store in Tegal Regency illustrates how a local fashion retailer can sustain its existence through effective digital marketing practices. The store's success reflects the importance of adopting technology-driven approaches that are aligned with consumer behavior and market trends.

The findings indicate that Vivigkt Store's strategies strongly align with modern marketing and management theories. Its content-based social media approach builds customer engagement in line with Content Marketing Theory, while the use of discounts and flash sales reflects the marketing mix (4Ps). Brand consistency across platforms demonstrates an understanding of Integrated Marketing Communication (IMC), and its omnichannel strategy highlights the importance of customer experience and service quality.

These practices illustrate the store's dynamic capabilities in adapting to changing trends and expectations.

Despite these strengths, the study has limitations. It focuses only on a single case, namely Vivigkt Store, making the findings less generalizable. The primary data relies on interviews with the owner, which may introduce subjective bias due to the absence of perspectives from employees or consumers. Additionally, the scope is limited to the fashion MSME sector in Tegal, so it may not fully represent other sectors or regions.

Based on the findings, practical recommendations include improving SMEs' digital literacy, adopting simple data analytics, and ensuring brand consistency across all channels. Stakeholders such as the Cooperative and SME Agency and marketplace platforms can provide digital training, financing access, and promotional support to strengthen competitiveness. Future studies should conduct cross-case comparisons across sectors and regions, using quantitative or mixed methods, to provide a more comprehensive understanding of SMEs' survival strategies in the digital era.

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