

The Role of Instagram Social Media in the Existence of Marketing Communication in Indonesia

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ABSTRACT

The purpose of this research is to know the role of Instagram social media in the existence of marketing communication in Indonesia. Instagram is an application that allows its users to share photos or videos. Instagram is an iOS, Android and Windows Phone based application. Marketing communication is uses different marketing channels and tools in combination. Marketing communication channels focus on any way a business communicates a message to its desired market, or the market in general. A marketing communication tool through advertising, personal selling, direct marketing, sponsorship, communication and promotion to public relations. This type of research uses qualitative description using descriptive approach. The researchers in-depth interviewed four informants; they are admin and owner of an online business on Instagram. This data collection technique is by in-depth interview, observation, and documentation. Analysis of the data is data reduction, data presentation, and drawing conclusions. The results of this study is marketing communication on social media Instagram is very effective to use because it helps with many kinds feature in the Instagram and it facilitates for purchasing and selling process.

Keywords: *instagram, social media, marketing communication, online shop, advertising*

INTRODUCTION

The marketing communication strategy in Indonesia shift from traditional into digital one. The presence of Instagram social media as a result of the technology advancement is getting benefits and developed rapidly. Instagram is an application that allows users to share photos, his and video. Its use that is easily make application is so were interested in it in from various parties good to simply divide information related to day-to-day activities, or of business. On the use of instagram in terms of doing business instagram can provide convenience for businessmen to market and promote their products via Internet. Social media Instagram can provide convenience to both sides, good producers as well as consumers. By the presence of social media instagram, businessmen online that in this matter is producers a a food product, drink, or the goods, be able to use these forms of media in order to promote the product of merchandise was, so that it can be reaching out to the wider community. The same thing happened to consumer, social media Instagram capable of being used to looking for reference a product goods or services who she wants. According to Redono (2013: 2) promotion and brand building (branding) does not have to go through expensive media. Promotion in an effective and efficient way is sufficient to increase the competitiveness of products and businesses. So here researchers want to knowing how the role of social media Instagram in existence of marketing communications in Indonesia.

Jobber & Chadwick (2013) states that Information and Communication Technologies (ICT) is no longer about connectivity and access to Internet, but more into how digital technology can deliver the real value of business. It indicates how marketing strategy has transformed from traditional into digital, which is more specific and flexible. According to Mandibergh (in Pahlevi and Ginting, 2018) social media is a media that facilitates collaboration between users that produce content (user generative content). Based on the internet service providers association of indonesia in 2018, the number of internet users in indonesia reach the number of 171,17 million users or about 64,8 % of the population of people in indonesia 264,16 (APJII, 2018).

Communication is a process of delivering information (messages, ideas) from one party to another so that there is mutual influence between the two. In general, communication is done verbally or verbally which can be understood by both parties (Hermawan, 2012: 4). Terence (2014: 7), explains that collectively, various marketing communication tools and media are, what are traditionally termed as promotions in the marketing mix component. The marketing mix or marketing mix is a combination of variables consisting of 4 P, namely the product (product), place (place), price (price), promotion (promotion). Marketing communication is uses different marketing channels and tools in combination. Marketing communication channels focus on any way a business communicates a message to its desired market, or the market in general. A marketing communication tool can be anything from: advertising, personal selling, direct marketing, sponsorship, communication, and promotion to public relations. In the use of marketing communication have names promotion are part of marketing communications. Promotion according to (Suherman, 2010: 117) is a communication process that contains the delivery of data and information, benefits and advantages of a product to the public or the public by promotional officers with the aim to attract the attention of promotional targets in order to become consumers of the product being promoted. Promotion is very affecting the selling activity of, because promotion can affect the level of the sale of a product goods or services. The main purpose of promotion is to provide information, attract attention, and subsequently influence the increase in sales (Alma, 2011: 181). New media or what is referred to as new media is a variety of communication technology devices that share the same characteristics which, in addition to being made possible by digitalization and its wide availability for personal use as a communication tool (McQuail, 2011: 148). Social media is the part of the new media, which is an instrument or means of use to exchange information by using the technology the internet. Social media according to Van Dijk in (Nasrullah, 2016: 11) is a media platform that focuses on the existence of users who facilitate them in their activities and collaborations. Characteristics of Social Media Social media according to (Nasrullah, 2016: 15), as one of the platforms that appears on cyber media, has characteristics such as User-to-User Network, Information, Archives, Interactions, Simulations, Content by Users and Spread. Instagram is an application that allows its users to share photos or videos. Instagram is an iOS, Android and Windows Phone based application.

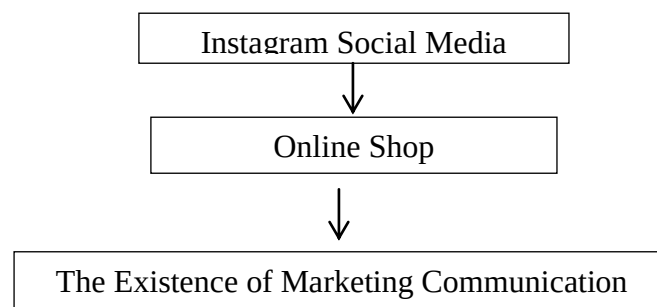


Figure 1. Conceptual Framework

METHOD

This research uses descriptive qualitative research. This research uses descriptive qualitative research. Descriptive research is research intended to investigate the circumstances, conditions, or other things that have been mentioned, the results of which are presented in the form of research reports. In this research, data collection techniques used by researchers are interview, observation, and documentation (Sugiyono, 2017: 02). Analysis of the data is data reduction, data presentation, and drawing conclusions. There are four informants of this research they are admin and owner of an online business on Instagram. They are Ruth Azzahra as admin and owner of @bebwhittec_medanori, Livia Wisesa as owner of @livsstoree, Sri Ngenana Br S Meliala as admin and owner of @melda_fashion18, and Dimar Epilia as admin and owner of @homemade_by_didim.

RESULT AND DISCUSSION

The result of the research about The Role of Instagram Social Media in Marketing Communication Existence in Indonesia as follows that Ruth Azzahra is an owner who runs an online shop or olshop business in the form of Scincare products, which is sold through his Instagram account named @bebwhittec_medanori. Ruth said she chose Instagram as a medium for online business because Instagram is a social media that hits, and is used by various groups. The positive impact that Ruth got when using Instagram as an online business media is that many consumers see the product being sold. And using Instagram as a marketing communication medium, through sharing photos of seller's products, and having many Instagram followers makes it easy for consumers to see the products she sells. But there are also the most negatively she got, like many fake accounts asking for goods and want to buy them but when the goods are packaged, the buyer using the fake account disappears without news. And so far, Ruth's consumers are satisfied because they get a good response when asking about the product being sold. And now Ruth just wants to concentrate on the online business on Instagram alone.

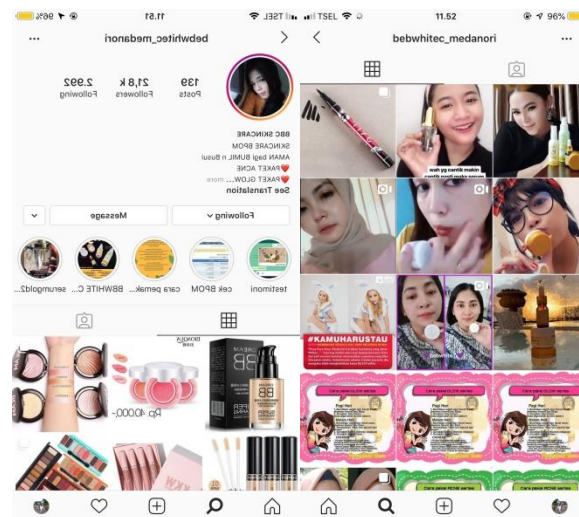


Figure 2. Products sold @bebwhites_medanori

Different from Livia Wisesa, she is owner of @livsstoree. And she chose Instagram as a business media because she believes that in today's society social media that is often used by various groups is Instagram. And the features on Instagram are really good, like we can make stories that are often called Instastory. Livia also said that she got a good impact in doing business using Instagram social media as his consumers can not only buy what she sells, but rather, the consumer can request whatever the customer wants and if the adverse effects are the same reason as Ruth, there are many fake accounts that are not responsible for ordering the products she sells. As long as he runs this business, his customers so far no one has been disappointed with the products he sells. And he also has the principle that he will run this business only on Instagram and will not do sales or online business on other social media.

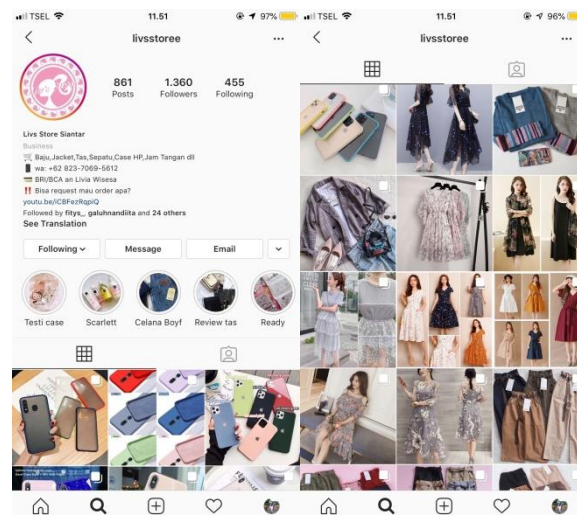


Figure 3. Products sold @livsstoree

Sri Ngenana S Meliala is the owner and admin of @melda_fashion18 on Instagram. Sri said that she chose Instagram as an online business media because nowadays people are more active in social media so that online sales are easy to reach, very practical and easy to promote products or online shop sales. Sri also got good and bad impacts in using Instagram as an online business media. The good impact is that the products we sell are known to many people and shopping is easier, time-saving and practical. Then the negative impact is easy fraud occurs for example, have ordered the product but consumers do not or forget to make a payment, canceling orders unilaterally from consumers, reduced consumer interest to shop directly in the market. So far, the response of consumers is good and quite supportive, seen from the number of orders and so far no customer has felt disappointed. Sri said that there was an opportunity for online business to be very influential in business development but for now he still wanted to focus on Instagram social media as his online business media.

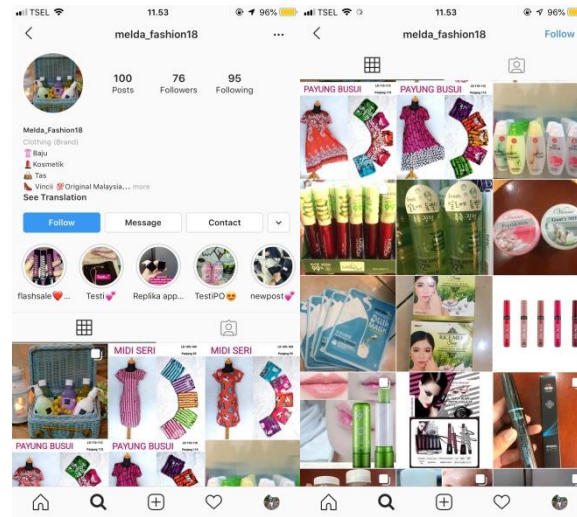


Figure 4. Products sold @melda_fashion18

Dimar Epilia is the admin and owner of an online business on Instagram whose account name is @homemade_by_didim. In this account he sells food such as wet cakes. Initially he started his business via Whatsapp, but there were friends who advised him to market his business through social media, and he chose Instagram as his online business media. He chose Instagram because Instagram has become the largest social media and many users, almost everyone must have Instagram, because it is easy to use so many people use to make sales / promote a product and the average followers of Instagram is the closest person to us like friends, family and others. From them also the products we sell more and more people know. He also said that there were many positive and negative impacts he received when using Instagram as his online business media. The positive impact is that we can enter our own product advertisements without having to incur costs and make it easier for customers to see the products we sell. The negative impact is that there are too many fake accounts selling the same products like our online shop. Usually they take photos of our products without permission and they resell them with a different account. So far, what he has received in using Instagram as his online business media is a positive response because the advertisements that we post don't interfere with other users. And for now he only focuses on Instagram, but does not rule out the possibility to open through other social media. Because we have to develop business by creating advertisements in various places so that the business that we run continues to grow.

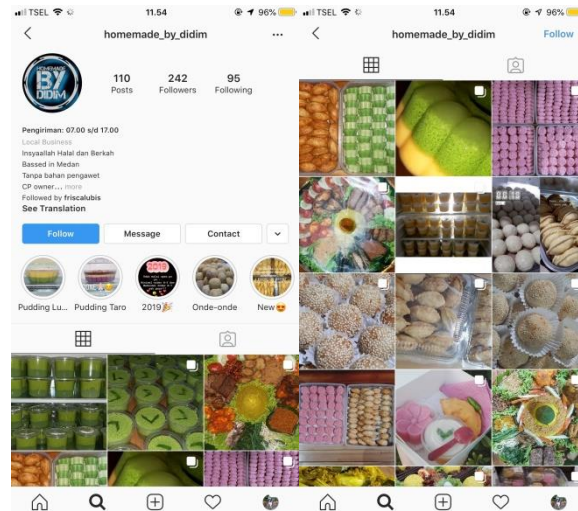


Figure 5. Products sold @homemade_by_didim

CONCLUSION

Based on the results of research and research analysis related to the role of social media Instagram in the existence of marketing communication in Indonesia, it can be concluded that the existence of marketing communication used is very effective for online business owners through Instagram. Nowadays, Instagram is a social media that is widely used by various groups. The role of social media Instagram in the existence of marketing communication in Indonesia, it also has some positive and damaging impacts received by the owners. One positive impact is that the buyer does not need to be complicated to ask whether the product he wants to buy is still there or not, because of the features of the image that are scattered with decryption that says the item is still available or has been sold. But the negative impact is the number of fake accounts that are not responsible for using social media. The researchers concluded that the role of social media Instagram in the existence of marketing communication in Indonesia, so far it has been implemented well. This research will input or contribute the ideas, especially for online Instagram business people, in carrying out promotions through Instagram.

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