

Utilization of Instagram as a Marketing Communication Media

Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran

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ABSTRACT

One of the shops that uses Instagram as a marketing medium is the online shop Grosirolshop.id which sells goods such as clothing, accessories, headscarves, shoes, bags, makeup tools. One of the features used to introduce their product is only through a short photo/video that is uploaded, which gets a positive response from potential customers. From this presentation, this study aims to find out how digital marketing communication is through Instagram media used by the owner of the Grosirolshop.id online shop. The research method in conducting this research is a qualitative method. The results show that marketing communications are carried out through Instagram media used by the owner of the Grosirolshop.id online shop through promotion on the Instagram application. Of the various Instagram built-in support features, the features most frequently used are the Instastory photo upload feature and Story Highlights. In the instastory feature, Grosirolshop.id uses it to inform the latest products and store situations every day. Meanwhile, for uploading photos, Grosirolshop.id uses it to post new products with an attractive layout. Highlights Story is used to provide important information such as how to order online, store location instructions, shopee address and more. The features used are felt to be very effective and helpful in the promotion process of Grosirolshop.id products, because they can convey direct messages to consumers .

Keywords: Instagram, Communication, Marketing

ABSTRAK

Salah satu toko yang menggunakan Instagram sebagai media pemasarannya adalah toko online Grosirolshop.id yang menjual barang-barang seperti pakaian, aksesoris, jilbab, sepatu, tas, alat make up. Salah satu fitur yang digunakan untuk memperkenalkan produk mereka hanya melalui foto/video pendek yang diunggah, yang mendapat respon positif dari calon konsumen. Dari pemaparan tersebut, penelitian ini bertujuan untuk mengetahui bagaimana komunikasi pemasaran digital marketing melalui media instagram yang digunakan oleh pemilik toko online grosirolshop.id. Metode penelitian dalam melakukan penelitian ini adalah metode kualitatif. Hasil penelitian menunjukkan bahwa komunikasi pemasaran dilakukan melalui media Instagram yang digunakan oleh pemilik toko online Grosirolshop.id melalui promosi pada aplikasi Instagram. Dari berbagai fitur pendukung bawaan Instagram, fitur yang paling sering digunakan adalah fitur unggah foto Instastory dan Sorotan Cerita. Pada fitur instastory, Grosirolshop.id menggunakannya untuk menginformasikan produk terbaru dan situasi toko setiap harinya. Sedangkan untuk upload foto, Grosirolshop.id menggunakannya untuk memposting produk baru dengan layout yang menarik. Highlight Story digunakan untuk memberikan informasi penting seperti cara order online, petunjuk lokasi toko, alamat shopee dan lainnya. Fitur yang digunakan dirasa sangat efektif dan membantu dalam proses promosi produk grosirolshop.id, karena dapat menyampaikan pesan secara langsung kepada konsumen.

Kata Kunci: Instagram, Komunikasi, Pemasaran

1. Introduction

As a symptom that is part of life and human behavior, communication is trying to be defined by a number of experts who are trying to understand communication. Of course there is no single or exact definition of each. Even so, from various definitions, of course we can draw general conclusions to describe what is meant by communication.

Through communication, the attitudes and feelings of a person or group of people can be understood by other parties. However, communication will only be effective if the message conveyed can be interpreted the same by the recipient of the message. In the 21st century, because the growth of communication is described as experiencing revolutionary developments, this is due to the rapid increase in communication technology such as radio, television, cell phones, satellite computer networks and the internet along with the industrialization of large business fields and global politics (Hermawan, 2012).

Along with the development of today's technology, one of the most developed is the smartphone. The presence of smartphones is able to penetrate the world market rapidly. Because of the features that make it easy for everyone to access the internet online anywhere and anytime without having to carry a laptop. The explosion of smartphones in the world market cannot be separated from the marketing strategy of each company. Marketing communications can provide information to consumers about how and why the product is used and how to obtain the product.

Apart from smartphones, technology that is also developing rapidly is the internet. In this modern era, the use of the internet is very growing. It can be said that humans are very dependent on the internet. The internet makes it easy to communicate and interact anytime and anywhere without limits. The more the internet develops, the more features that provide information for free, one of which is Instagram.

Currently, many people use Instagram. Capitalizing on the success of sharing photos and videos in becoming an application that is of interest to many users, Instagram is a social media that has lots of business opportunities for its users. By uploading photos of products owned by marketers and using attractive captions. Instagram is an online promotional medium that is being widely used as a site that offers goods and services online, almost all needs can be obtained online with Instagram. This is used by most Instagram account owners to do business online. One of the shops that uses Instagram as a marketing medium is the online shop Grosirolshop.id which sells goods such as clothing, accessories, headscarves, shoes, bags, makeup tools. One of the features used to introduce their product is only through a short photo/video that is uploaded, which gets a positive response from potential customers. From this presentation, this study aims to find out how digital marketing marketing communication is through Instagram media used by the owner of the Grosirolshop.id online shop.

Literature Review Communication

Etymologically the term communication comes from the Latin word *cum*, a preposition which means with or together with, and the word *units*, a number word which means one. The two words then form the noun *communion*, which in English is called *communion*, which means togetherness, union, partnership, association, or relationship (Nurjaman and Umam, 2012).

A brief definition was made by Harold D. Lasswell that the right way to explain an act of communication is to answer the question "Who delivered the message, what was conveyed, through what channel, to whom and what effect did it have". So based on the above paradigm, communication is the process of conveying messages by communicators to communicants through media that cause certain effects (Widjadja, 2000).

Marketing

As a scientific discipline, a research field, and a business practice, marketing has undergone dramatic developments in the last few decades. In terms of scope, for example marketing coverage which was initially limited to aspects of product distribution, and relations

with stakeholders. Marketing basically includes all of these activities, however marketing turns out to be more than just these activities. Various activities such as persuasion, promotion, publication are all marketing activities.

However, marketing is not merely an activity like selling and promoting something. Marketing is a concept that involves a mental attitude, a way of thinking that guides someone to do something that does not always sell objects but also sells ideas. (Morissan, 2010).

Marketing Communications

Marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands being sold. In essence, marketing communications represent the "voice" of the company and its brand and are a means by which companies can establish dialogue and build relationships with consumers. (Kotler, 2009).

The popularity of integrated marketing communications has led to a new paradigm in marketing. Whereas previously managers viewed branding, advertising, promotion, sales and public relations as if they were separate, now managers are starting to combine them after understanding the importance of integration. In addition, now there is awareness of the need for consistent marketing campaign messages, as well as the relationship between the communication media used in order to produce a consistent reputation between brand image and corporate image. With this integration, the development of marketing communication concepts will become a challenge in the future. The complexity of the development of the organization, the environment and relationships with consumers makes future communication must integrate new marketing communication strategies to win the competition and achieve synergy.

Integrated Marketing Communication (IMC)

The emergence of various innovations in communication tools, messages, and audiences has forced entrepreneurs to turn to integrated marketing communications (IMC). According to the four As (American Association of Advertising Agencies), IMC is a marketing communications planning concept that recognizes the added value of comprehensive planning that examines the strategic role of each form of communication such as advertising, direct response, sales promotion, and public relations (public relations) and integrates it to achieve message clarity, consistency, and maximum communication impact through message integration. In simple terms, Integrated Marketing Communication (IMC) is the necessity of planning and constructing all relevant marketing communications, so that they can work together harmoniously for greater effect. big and efficient in marketing. (Herman, 2012)

2. Methods

(Research methods in conducting qualitative research generally have a framework for searching for and exploring a phenomenon within the natural paradigm. The purpose of qualitative research is to understand the what, how, and why. while the tool used is a semi-structured method with in-depth interviews. Data is a collection of information or information about something that is obtained by observing or searching certain sources. The data in this study are the owner of Grosirolshop.id.

3. Results and Discussion

Analysis of Marketing Communications at Online Shop Grosirolshop.id.

In marketing communication activities require the existence of a marketing concept. According to Kotler, there are 4 functions of the marketing concept known as 4P, including product, price, place and promotion.

1. 4P concept (Product, Price, Place, Promotion)

Product Online Shop Grosirolshop.id. According to Philip Kotler, many people think a product is a real offering, but a product can be much more than that. Broadly speaking, a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas. Product offerings are the first step in forming a marketing mix strategy.

The online shop, Grosirolshop.id, offers products that are needed every day and are sought after by many consumers. Owner of the Grosirolshop.id online shop, the products marketed by Grosirolshop.id were only products that were trending at that time. "In the past, I only sold hijabs, because at that time the trend was Turkish hijabs. Then I ventured to try to sell it to my friends, it turned out that many liked it and many suggested selling other things besides hijab, then I ventured to sell things other than hijab following the market. Then I sold things like clothes, and I even sold clothes that were trending at the time, just play it safe."

From the statement above, it can be concluded that the products marketed by the Grosirolshop.id online shop were only products that were trending at that time. Entering its fourth year, Grosirolshop.id has begun to be looked at by many consumers. This makes the owner dare to sell other products such as shoes, makeup tools, bags and others. By taking products from distributors from various regions. All goods, some of the goods are displayed in stores and some are stored in warehouses for product inventory.

2. Prices for products online shop Grosirolshop.id

Price is a nominal determination of money that must be paid by consumers when they want to buy a product or to exchange the property rights of the product. Price includes final price, discount or rebate, and retail price. Pricing and price competition have been assessed as the main problems faced by companies because pricing strategies are very significant in providing value to consumers and influencing product image and consumer decisions to buy. In marketing their products, Grosirolshop.id sets prices below the prices of other online shops. The goal is to attract the attention of consumers to be interested in buying their products. But with the same product model and quality as other online shops.

3. Promotion Online Shop Grosirolshop.id

Promotion is a kind of communication that provides explanations to convince potential consumers about goods and services. The purpose of promotion is to get attention, educate, remind and convince potential customers. This includes sales promotion, advertising, sales force, public relations, direct marketing. There is much that can be done to introduce a product, promotional activities that have been carried out by Grosirolshop.id are through social media such as Instagram, endorsements, BBM, and Whatsapp as contact persons.

Utilization of Instagram Features

Instagram is one of the social networking media that can be used as a direct marketing medium. Through Instagram, goods/services are offered by uploading short photos or videos so that potential customers can see the types of goods/services offered. In the Instagram application,

there are various features offered, one of the frequently used features is uploading photos and Instagram stories. In utilizing the Instagram features, Grosirolshop.id only uses the Instagram story feature and uploads photos. Instastories are used to inform new products, store conditions every day and other information. Uploading photos is used to attract consumers with an attractive layout. In addition, photos uploaded to the Grosirolshop.id account can become product catalogs for consumers.

Weaknesses and Advantages of Online Shop Grosirolshop.id .

Starting an online business starts with filling a need and building credibility, but the factors that make online businesses a huge success don't stop there. Most people starting an online business fail mainly because of mistakes in promoting the product. That's what happens to every online shop, especially the Grosirolshop.id online shop. Even though it already has a big name, Grosirolshop.id also has weaknesses such as product quality that does not match the original product. From the explanation above it can be concluded that the weakness of Grosirolshop.id is that in terms of product quality being marketed it does not match the posts uploaded, over-information where product upload is no longer available.

Social media now has an important role in marketing strategies for small and large businesses. Now sharing information with visitors or followers is not the only advantage of using social media for a business. The addition of more varied types of social media, ranging from personal social media, blogs, and even eCommerce also supports the development of this business journey.

In utilizing Instagram as a promotion, Grosirolshop.id has the advantage of conveying the seller's message to consumers, where each photo post can be seen by potential customers who follow the Grosirolshop.id Instagram account. The message conveyed is that the prices on Grosirolshop.id products are affordable compared to other online shops, the product variations are varied. This can be seen from the large number of consumers who buy products at the Grosirolshop.id online shop. The advantage of the Grosirolshop.id online shop lies in conveying messages to consumers about the products being marketed and affordable prices and the variety of products offered. This is what makes consumers interested in the Grosirolshop.id online shop, because most consumers want affordable prices and good quality.

4. Conclusions

Marketing communication is carried out through Instagram media used by the owner of the Grosirolshop.id online shop through promotions on the Instagram application. Of the various Instagram built-in support features, the features most frequently used are the Instastory photo upload feature and Story Highlights. In the instastory feature, Grosirolshop.id uses it to inform the latest products and store situations every day. Meanwhile, for uploading photos, Grosirolshop.id uses it to post new products with an attractive layout. Highlights Story is used to provide important information such as how to order online, store location instructions, shopee address and more. The features used are considered to be very effective and helpful in the promotion process of Grosirolshop.id products, because they can convey direct messages to consumers.

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