

## Application of Instagram Media for 'No Club' Business Growth

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### ABSTRACT

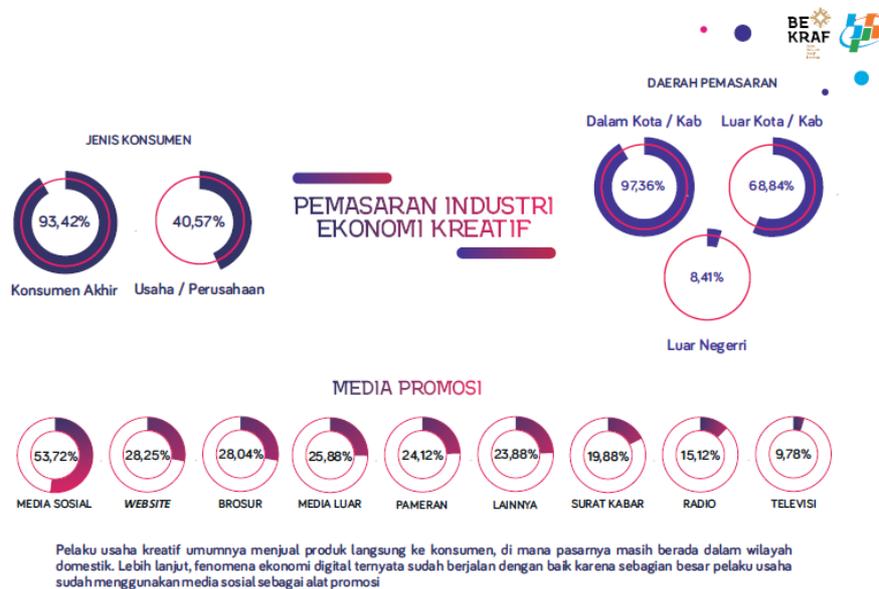
Instagram is one of the most popular social media right now. This is proven by millions of active users who use it. In order to optimize Instagram marketing, research is done on well-known brands in Surabaya that use Instagram as their marketing media. The aim of this research is to explore more about which marketing techniques are more effective than others among Instagram business owners, so that it can be used by researcher to determine Instagram marketing optimization efforts for No Club business growth. The method used in this research is qualitative research using descriptive analysis. The informants in this study were three people who were selected based on purposive sampling. Observation and interview were conducted on brands in Surabaya who use Instagram as their marketing media, namely Other Rag Enterprise, Cosmic, and Garlick. The results of this study indicate that Instagram is effectively used for marketing activities. There are several strategies that can be implicated by No Club related to features on Instagram such as cameras, hashtags, arrobas, geotagging, and comments also need to be considered to improve service quality. The most effective marketing on Instagram is by soft selling and up to date every day with at least 1 post a day and a simple but attractive caption. Promotion can be carried out with selebgram and those who are still relevant to the young and fashion target market. The focus of the promotion is on the Instagram feeds and Instagram story features.

Keywords: Instagram, Promotion, Online Marketing

**PRELIMINARY**

Fashion has become a lifestyle and a mean of existence that is used by individuals in socializing and in community. The high competition in the fashion industry is caused by the rapid growth of the fashion industry in Indonesia. Fashion can be categorized as one of the industries in creative economy sector. Seeing the wide-open business opportunities in the fashion industry, No Club was established in 2012. No Club is a startup business engaged in the fashion clothing line industry. No Club offers a modern urban style concept that is targeted to teenagers to adults.

Figure 1: Creative Economy Industry Marketing in 2015



Source: <http://bekraf.go.id/>

Figure 1 shows that the promotional media through social media occupies the first position compared to other promotional media. Judging from the advancing development of information and communication technology, it is increasingly easier for consumers to communicate. Millions of people around the world use the internet as a mean of communicating and interacting through social networking sites.

In Indonesia, social media users in 2016 reached 79 million. This is equal to 30% of the total population. The type of social media based on mobile phones has reached 66 million, which is equivalent to 25% of Indonesian people (Kemp, 2016). The most popular social media is Instagram, this is evidenced by the millions of active users who use it. Instagram is recorded to have up to 500 million users worldwide in 2016. Growth has

doubled in just 2 years, with as many as 300 million daily active users (Instagram, 2016). Instagram has 22 million active users in Indonesia and is expected to continue to increase (Fajrina, 2016). Instagram has successfully become a favorite application with hundreds of millions of users. There are many business opportunities for its users and Instagram has become a social media that accommodates them and makes marketing communications easier.

No Club has only been selling online since January 2019 and judging from the comparison of online and offline sales, the sales of online sales are not more than 1% of the sales turnover in 2018. Based on this phenomenon, this research was conducted to find out what efforts can be done to optimize Instagram marketing for No Club business growth, which will then be used to improve marketing strategies and expand the business by conducting research on the famous brands in Surabaya who use Instagram as a mean in marketing and sales.

## RESEARCH METHODS

This research uses qualitative approach with descriptive analysis towards the results of data collection obtained from sources. This study analyzes the mechanism of Instagram usage by brands located in Surabaya. The researcher decided to conduct interviews with 3 sources with categories as business competitor, similar company, and marketing expert. The three sources are described in Table 1 as follows:

Table 1: Interviewees Profile

No.	Name	Occupatoin	Business Field	Role
1.	Wijaya Syah	Supervisor of Other Rag Enterprise	Fashion	Busines Competitor
2.	Wahyu Dwi	Operational Supervisor of Cosmic Surabaya	Fashion	Similar Company
3.	Annisa Mustika	Marketing Staff of Garlick Surabaya	Fashion	Marketing Expert

Source: Data Processed, 2020

## RESULTS AND DISCUSSION

### Marketing on Instagram

The all-digital and online world now offers various marketing conveniences. Various new media in marketing communication continue to be present, one of which is social media. This study aims to see how the efforts to optimize Instagram marketing for the growth of No Club. The internet not only offers various conveniences in online marketing, but also offers new media in its marketing communication media. The new media in today's marketing world is social media.

The results of the interview conducted by the researcher were that the use of social media Instagram was the most popular social media compared to other social media. Several informants in this study explained that the most suitable social media for marketing communication media in the retail sector is Instagram because Instagram can display photos in catalog form and can be accessed or visited at any time. From the overall results of the interview, the interviewees said that Instagram as a marketing medium provides good and effective feedback compared to other social media as a promotional media and brand building.

This finding is in accordance with the results of research obtained by (Anwar, 2016) which states that the social media that is used the most for creating content in photo and video formats is Instagram. Instagram is very effective in being used for marketing activities compared to other social media and another advantage is that it can share posts to other social media such as Twitter, Facebook, Tumblr. This function is beneficial for time efficiency and effective for marketing activities.

### Features on Instagram

In this study, there are other indicators that are used as a consideration, namely the use of features on Instagram that are used by companies to facilitate their online marketing activities. Several informants stated that the features that were not used too often in their marketing activities were the geotagging feature, arroba (@), as well as the camera feature and camera filter which were never used by the three sources in this study. Several informants explained that the hashtag feature used was a special hashtag created by the team and became a characteristic of the brand, making it easier for customers to find the posts they wanted and needed for marketing activities.

From the results of the interview, the interviewee, Wahyu Dwi (Cosmic), also said that the comment feature is used to reply to comments from followers and it is explained that the reply should be with a quick response. The hashtag feature is explained that it is often used at certain events or moments and on product catalog photos with special hashtags that are made as a characteristic of the brand.

This finding is in accordance with the results of research obtained by (Wifalin, 2016) which states that the Instagram feature will be effective if it is used together with the hashtag, like, follow, comment and arroba (@) features and creates value for the products offered. From the results of observations made by researchers, it can be proven that the features of Instagram have been used optimally by the interviewees as a medium for promotion.

### **Types of Ads on Instagram**

From the results of the statements of the three sources, namely Other Rag Enterprise, Cosmic, and Garlick, there are similarities in the types of advertisements used for promotion on Instagram, which is in the types of public accounts and artists or celebrities (selebgram) who are still related to the fashion sector and young people in order to reach the target market and obtain positive feedback.

This finding is in accordance with the results of research obtained by (Awallia, 2018), who states that selebgram is a profile that generates public appeal and influences daily life on social media. Selebgram is precisely used to represent the market segmentation that are being targeted. Several statements explain that selebgram can make the product as a brand that is represented by them so that it has more value.

### **Powerful Content on Instagram**

From the results of the statements of the three sources, namely Other Rag Enterprise, Cosmic, and Garlick, there are similarities in the powerful content used for promotion on Instagram, which is by maintaining interaction with followers by holding events or quizzes and so on and creating content with interesting photos and sharing tips about fashion so that the content provided is always up to date and follows existing trends.

This finding is in accordance with the results of research obtained by (Indhira *et al*, 2016) which explains that promotion is a form of marketing communication by disseminating information, influencing, and persuading the target markets to remember and be willing to make purchase transactions and accept products offered by the company and able to be loyal to the company concerned. This is in line with the statements of the three sources, that maintaining interaction with followers, providing information, and offering products should be done not only by direct promotion but also by engaging with quizzes or events and so on.

### **Powerful Instagram Feeds, Stories, and Highlights**

The three speakers, namely Other Rag Enterprise, Cosmic, and Garlick, have similarities in the powerful Instagram feeds, stories, highlights used for promotion which have an effective impact to the business. This can be seen from the feedback received after promotion.

This finding is in accordance with the results of research obtained by (Okta, 2019) which explains that Instagram has supportive features compared to other social media and is superior and effective for marketing media. Feeds on Instagram can be used to show the self-image of the uploader or account and attract interactions with other users from the likes, comments and so on. The conclusion is that social media is a place to build a person's self-image as well as businesspeople. By building existence and popularity, it would create a satisfaction for its users. Social media is also the right tool for marketing activities.

Social media offers various conveniences and can be accessed from all corners of the world only with gadgets and internet connections so that they can exchange information, communicate, and get closer to customers or potential consumers. With social media, everything can be obtained easily and comfortably, this is inseparable from the rapid development of its users. It can also be concluded that Instagram and a good arrangement of feed content will increasingly show the self-image of a brand or company to its followers.

## **Business Growth**

The three speakers, namely Other Rag Enterprise, Cosmic, and Garlick, have similarities in the company's growth, which is that all of them have experienced an increase in sales both offline and online with promotions on Instagram and brands are increasingly known and their followers increase from time to time. This means that deciding to do promotion on Instagram is the right choice.

This finding is in accordance with the results of research obtained by (Yulianti, 2019) which explains that the key to success of the company's marketing activities is to determine the strategy used for promotion and combine elements, features or promotional tools such as advertising, direct marketing, sales promotion, publicity so that it can increase sales by significant amount. These four things were carried out by the three interviewees and showed the results, where marketing on Instagram is clearly effective and brings positive feedback.

## **CONCLUSIONS**

The results obtained in this study are that Instagram is the most popular social media and has the highest number of users compared to other social media, therefore it is effective for marketing activities. There are a few efforts to optimize Instagram marketing for the growth of the No Club Business. All sources in the study stated that the filter and built-in camera features on Instagram were not used and all of them used external devices, namely SLR cameras and the uploaded pictures had gone through the editing process by a special photo production team so that the resulting quality is high and better than using built-in camera or filter feature from Instagram. This is to attract new followers and other user interactions.

The hashtag feature is not frequently used except that they only use special hashtags created by brands as distinctive features and makes it easier for users to find posts that they need related to the products offered by the brand. The comment feature is important to pay attention to because the duration of reply or response to interactions made by visitors must be fast response in order to improve the quality of customer service.

Effective and good marketing on Instagram is by soft selling and is up to date every day with a minimum of 1 post a day and a simple but interesting caption. Promotion is carried out with artist or selebgram accounts which are still relevant to the target market for youth and fashion. The focus of promotion is on the Instagram feeds and Instagram story features.

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