

MARKETING STRATEGY (BUSINESS) USING INSTAGRAM SOCIAL MEDIA @RUANG_YOUTHFORIA

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Article Info: Received: December 21, 2022; Revised: February 16, 2023; Accepted: February 25, 2023.

Abstract: This research is intended to find out and obtain an overview of the strategies created by ruang_youthforia to increase the number of followers who become segmentation or target market who will become users of services or products from ruang_youthforia. Data collection techniques that researchers use by conducting observations, interviews, and documentation. To test the validity of the data, researchers conducted by comparing, unifying, and combining all the data that has been obtained results from this study, formulating whether ruang_youthforia has carried out marketing strategies to increase the number of followers that will be analyzed using integrated marketing communication strategies that include Promotion (promotion), Public Relations (Public Relations), Advertising, Direct Marketing, Personal selling, Publicity, Event, Interactive Marketing to communicate its vision and mission,

Keywords: Marketing, Instagram, Followers

Abstrak: Penelitian ini dimaksudkan untuk mengetahui dan memperoleh gambaran strategi yang dibuat oleh ruang_youthforia untuk meningkatkan jumlah follower yang menjadi segmentasi atau target pasar yang akan menjadi pengguna jasa atau produk dari ruang_youthforia. Teknik pengumpulan data yang peneliti gunakan dengan melakukan observasi, wawancara, dan dokumentasi. Untuk menguji keabsahan data, peneliti melakukan dengan cara membandingkan, menyatukan, dan menggabungkan seluruh data yang telah diperoleh Hasil dari Penelitian ini, rumusan apakah ruang_youthforia telah melakukan strategi pemasaran untuk meningkatkan jumlah followernya yang akan dianalisa menggunakan Strategi komunikasi pemasaran terpadu (Integrated Marketing communication) yang meliputi Promotion (promosi), Public Relations (Humas), Advertising, Direct Marketing, Personal selling, Publicity, Event, Interactive Marketing untuk mengkomunikasikan visi dan misi-nya

Kata Kunci: Pemasaran, Instagram, Pengikut

INTRODUCTION

Technological developments in human life provide advances that facilitate human activities (Caesareka & Nugroho, 2020). Especially humans as social creatures need to always live together, side by side interacting with each other, making the development of technology in the field of communication very meaningful. Communication itself is a process of exchanging messages, information in the form of symbols both verbal and non-verbal between two people who are face to face and with the media that can be done by many people (Tomi Herdiana, 2017)

Communication between humans if we review in ancient times is still limited in space and time. This is contrary to the communication that occurs in the current era, where there is almost no person who does not have a mobile phone (Aunillah, 2020). Even in the millennial era, regular mobile phones for young people are not enough (Suryadi, E., M.H.Ginanjar., 2018). At least the device must have an Android system to run software applications such as social media as a place to communicate through the internet network (Bafadhah, 2017). In recent years, the role of social media in the world has changed tremendously (Chandra & Andrew, 2019). Barenblatt said internet users, especially young people, have more than one social media use. Social media has become an inescapable thing from the modern world. Reviewing the background or issues that have been raised, therefore, this study is tailor-made to examine the link of marketing strategies in using Instagram social media. This research is expected to motivate readers to be able to grow their business, company, or interests through marketing strategies on Instagram social media.

Previous research in 2015 Nur Kholisoh (Kholisoh, 2015, p. 1) conducted research under the title Public Relations Communication Strategy and Positive Image of Organization (Case Public Relations Hospital "X" in Jakarta) from his research obtained that public relations strategy to improve the image of hospitals in public is implemented through a series of internal activities, such as special events, institutional meetings, discussion forum meetings, intranet-media management, internal newsletters as well as a series of external activities, such as sponsorship, media gatherings, company visits, company website appearances, exhibitions, and seminars. The strategy carried out by Hospital "X" is an educative-informative strategy, which is indicated by the activities of Hospital Public Relations "X" in conveying news and information to the public in accordance with existing facts. Communication conducted by

Public Relations Hospital "X" is a form of two-way communication by holding the principle of openness and providing understanding to improve the image of Hospital "X" in front of the internal and external public. Then in 2020 Evi Novianti research with the title Of West Java Public Relations Communication Strategy during the Covid-19 Pandemic (Novianti et al., 2020) with research shows that the communication strategy carried out by West Java Public Relations is to focus on content and distribution media. In addition, Ridwan Kamil's role as Governor is very important in helping the delivery of information so that it can help create a positive perception and image of West Java Province. In building the image of public relations government of West Java Province through social media.

Furthermore, in 2021 Selvy (Widuhung, 2021) researched about Petromindo Group's Public Relations Marketing Strategy in the era of the Covid-19 Pandemic with research results showing that there are three MPR strategies carried out, namely Push Strategy, Pull Strategy, and Pass Strategy. The Push Strategy encompasses several elements such as the dissemination of product information, use of social media platforms, promotional activities, and sponsorship initiatives. The Pull Strategy involves teaching potential customers about the advantages of using the services provided by Petromindo Group, while simultaneously extending the target audience. On the other hand, the Pass Strategy aims to enhance the company's reputation and stress the continuous improvement of product and service quality. Of the three studies, the position of researchers both use social media to disseminate information, information that is evenly disseminated through social media produces a positive response from the audience although there is no certainty of reception from audiences who confirm positively, this is the darkness of the three studies above so that researchers enter by trying to see the gap between communication strategies built by the parties. ruang_youthforia with the reception.

The marketing approach used by the organization is a culmination of integrating many marketing components (Suwarni et al., 2015; Salman et al., 2021). The marketing strategy encompasses a sequence of actions designed to accomplish certain objectives (Isharyadi et al., 2019). It involves using inventive and imaginative cognitive processes to address both internal and external trends that have the potential to impact the company's interests and future prospects (Artis, 2011), innovative (Wijiharjono, 2021) and creative can give birth. Customer loyalty that has an important role in the continuity of the company (A'zima et al., 2020). Companies must influence consumers to be able to buy products marketed (Pertiwi, 2021).

Promotion is a form of marketing activities that are a factor in the success of a marketing program to provide information about a product or service of a company. Promotion is also referred to as a product communication tool (Santoso, 2018). One effective marketing strategy in this digital era is to use social media marketing (Angela & Yoedtadi, 2019). Social media is a digital marketing tool that can reach all circles, at a relatively affordable cost or use no cost at all and is used to create a community, build relationships (Safitri et al., 2019) and exchange information with fellow social media users indefinitely (Pembayun, 2017). Communication technology offers speed of things that are advantaged compared to direct communication (Rahman & Maududi, 2020).

Some of the most popular social media (Trisnani, 2017) Facebook, Twitter, Instagram, YouTube, blogs, and other similar platforms have amassed a significant user base in Indonesia, numbering in the millions. Social media platforms facilitate communication between users on a large scale, enabling interactions with a vast number of individuals. Marketers might see this as a significant potential and chance to use it as a marketing communication tool (Arni, 2013). The advent of social media platforms has facilitated the seamless exchange of information among users (Ramadani, 2020). The interaction between social media and other marketing communication medium, namely Always on and Everywhere, has been explored by Sari and Wijaya (2019). Social media marketing, often known as social media marketing, refers to the integration of marketing strategies with advancements in communication technology (Kurnianti, 2018). Social media marketing refers to the strategic use of social media platforms as a promotional tool for goods, services, or other offerings (Dewa & Safitri, 2021).

Various social media platforms used for promotional purposes have distinct processes for utilization. For instance, Instagram just permits the sharing of photographs and videos, which may be accompanied with links, descriptions, tags, and hashtags (Asih et al., 2020). Social media marketing has several dimensions, namely as follows: 1). Online Communities, social media is used by companies to build an online community for the products or services offered. Interaction, through social media, especially Instagram discussed in this study, social media can be a place to interact between account owners (companies) and followers. With this the target market can easily access the information. 3). Sharing of Content, dimensions that are used as a medium of information exchange, distribution, and obtaining content through social media. This can serve to support personal promotion between admins and followers to share

promotional content. So, the target market (followers) feel more flattered when contacted directly by the company admin and persuasive communication that he does not realize has affected him. 4). Accessibility, Social media can be accessed easily at a relatively cheap cost and does not even spend money in its use. In addition, social media also does not require skills or knowledge to access the site. (Taprial & Kanwar, 2012). 5). Credibility: How a company makes and conveys a clear message to consumers, builds credibility about what the company says and seeks to build an emotional connection with the target market in the form of trust.

Integrated Marketing Communication (IMC) refers to a strategic business process employed to strategically design, create, execute, and assess brand communication initiatives that are synchronized, quantifiable, and influential over a specific timeframe. These initiatives are aimed at engaging consumers, customers, potential consumers, as well as other relevant stakeholders both within and outside the organization (Santoso, 2018). Advertising, in addition to being used as a means of marketing products. Through ads that are often seen and continuously done will at least make the promotion of a product able to be seen and remembered by consumers. If viewed at this time with the number of chat-based social media users are increasing and more and more able to open opportunities (Akhyani, 2020). Direct marketing is an interactive marketing system that utilizes one or more advertising media to generate measurable responses and/or transactions in various locations. Direct marketing is a free marketing approach in using distribution channels and / or marketing communication, which allows the company to have its own strategy in dealing with consumers (Sari & Wijaya, 2019).

In contrast to conventional modes of commercial communication, such as advertising, which mostly involve one-way communication, media interaction enables consumers to engage in a range of activities. These activities include receiving and modifying information and pictures, posing inquiries, providing responses, and, naturally, engaging in purchasing transactions (Hariningsih, 2013), advertising has a positive effect on revenue (Wijiharjono, 2017). Sales promotion is defined as direct direction where the transfer of value to the product on the power of sales, distributed with the main purpose of direct sales (Sari & Wijaya, 2019). Public Relations, often known as Publicity, is a promotional medium that operates on the concepts of public relations and publicity. In the realm of marketing, several organizations use public relations initiatives, including publicity, as a supplementary strategy to advertising. This

approach serves the purpose of disseminating information about the company and its offerings to diverse audiences, while concurrently fostering credibility and cultivating a favorable corporate image (Basit & Rahmawati, 2018). Personal selling may be defined as a kind of direct contact that occurs between a vendor and a potential buyer. In this scenario, the vendor tries to assist or influence prospective purchasers in their decision to purchase the supplied items. In contrast to advertising, personal sales include direct interaction between vendors and customers, which may occur either in person or through telecommunications platforms. According to Tulasi (2012).

METHOD

Qualitative attachment to the constructivism paradigm (Mukarom, 2020) to obtain in-depth results based on the real situation of what is studied. Data collection techniques are carried out by observation, interview, and documentation (Hamid, 2013) Wawancara was conducted to 6 people, 1 founder (key informant) 5 others as supporting informants, Research conducted data analysis by reviewing data obtained from observations, interviews, and documentation. To confirm the validity of the data, researchers do by comparing, unifying, and combining all the data that has been obtained.

RESULTS AND DISCUSSION

Social media acts as a marketing communication platform in facilitating social engagement in the digital age as it is today. New media that are variations of various communication technology devices that share the same characteristics that in addition to being supported by the process of digitization, are also widely available for personal use as a communication tool that has the main characteristics of interrelationships, access to individual recipients with the sender of messages, interactivity, diverse uses, properties that can be found anywhere and increased flexibility to determine the shape and content of messages digital (Watajdid et al., 2021).

Based on the results of interviews that have been conducted by researchers to the study subjects, researchers have obtained data and information about marketing strategies used by @ruang_youthforia Instagram account. It turns out that they use interesting content such as holding creative events to attract other young people to know about youthphoria themselves. Many companies, businesses, diamonds are also figures in droves beautifying their social media display. This effort is done to attract public attention, because currently social media is

one of the spaces that are much in demand by the public (Asih et al., 2020). The photo feature on Instagram also has many interesting designs to edit, with the aim that consumers are interested in buying products (Raharja & Natari, 2021). We conducted an interview with 6 informants regarding Marketing Strategies Using Instagram, the response they gave was also positive saying that using Instagram as a means to market the events they create in @ruang_youthforia. promotion is done through instagram social media. Promotion through social media is aimed at more and more fans (Bakhri & Futiah, 2020). Marketing communication is used to inform, influence and improve the quantity and quality of consumers directly or indirectly. Marketing communication will work well if the content of the message is easy to understand so as to help prospective customer in making purchasing decisions (Susanti et al., 2020). Digital technology will also bring changes in the delivery of marketing communication messages delivered to the user community, interaction is not only at the level of information. Where para prospective costumer who finally decided to follow the activities made @ruang_youthforia (Kurnianti, 2018).

The reason they use Instagram accounts in marketing their shows is because many millennials and gen Z people use Instagram to create feeds and utilize features on Instagram such as reels, live ig and others to provide information and promotions there. The content on Instagram @ruang_youthforia is to create seminar events, webinars with speakers who are experts in the field of fashion, share tips and tricks about lifestyle, fashion and more. Millennials and gen Z communicate in various research areas with their friends while playing gadgets. They keep communicating for real, but are busy looking at each other's devices as well (Zis et al., 2021). Instagram's features provide a more elegant aspect to photos with a unique set of filter and frame help, applying digital filters, and sharing them to various social networking services (Herlina & Lubis, 2017).

According to the source, @ruang_youthforia is a container to make them more confident in the style in front of the camera, and create as they want to look. The thing that makes youthphoria space events different from other similar events is that they can do photoshoots with the founder and have prepared Make Up Artist (MUA) and his photographer. That's what makes the youthphoria room different from other events.

CONCLUSION

In an effort to grow the business, one thing that should not be missed is planning. A business plan can be referred to as a map to point the way to success. Marketing occupies a strategic position to achieve success in a business. Without a good marketing strategy, it will be quite difficult to grow a business. Youthphoria uses Instagram as a platform to promote events organized in the form of concept photos with various themes. Some sources agreed to use Instagram as an active medium in holding this race. Based on the results of interviews with sources as many as 6 informants said that the Instagram account @ruang_youthforia is very effective for those whose average age is in generation Z.

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AGREGAT: Jurnal Ekonomi dan Bisnis
Volume 7 (No 1), 2023
<http://journal.uhamka.ac.id/index.php/agregat/>
p-ISSN: 2549-5658 e-ISSN: 2549-7243
DOI: 10.22236/agregat_vol7/is1pp90-100
Pp 90-100

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