

Marketing Strategy Through Instagram Social Media

Izzat Rizal

Sekolah Tinggi Ilmu Komunikasi Profesi Indonesia

Abstrak

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This study discusses social media Instagram. Social media is a coffee shop marketing strategy solution. Coffee shops are relatively more in demand by customers, especially millennials, who are also a generation that is active in social media, especially Instagram. In this study researchers used the theory of marketing strategy. This study used qualitative methods, data collection techniques used were interviews with 1 key informant and 3 informants, observation, documentation and literature study. The validity of the data carried out by researchers is through triangulation of sources. The research results from data analysis and discussion show that social media Instagram is quite successful as a marketing strategy for the image of the coffee shop @ceritacoffee.id

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(*) Corresponding Author: izzati.rizal@stikomprosia.ac.id

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INTRODUCTION

Internet technology often attracts the attention of people from various backgrounds and ages, from adults to children who have started using the internet to fulfill their daily activities, such as doing school work, reading news, and communicating with many people.

The rapid advancement of internet technology has given rise to various types of social media. This phenomenon is supported by the development of existing features in cellular phones that provide social media features. Van Dijk in Nasrullah suggests that the notion of social media is a media platform that focuses on a user's existence that facilitates users in their activities and in collaborating.

An example of social media is *Facebook, Instagram, Telegram, Twitter, Whatsapp, Youtube*, as well as many others.

Currently, many people are interested in digital marketing to support various activities, one of which is for media marketing (Susanto et al., 2020). According to Pradiani (2018) digital marketing is able to significantly increase sales volume from monthly income, because of this, digital marketing is seen as the best, most effective and efficient tool to be used as a promotional medium.

Digital marketing that is used today is through social media. Social media is not only useful for personal use, because over time the business world of social media has become a tool in building image and also selling products because it can be done efficiently and effectively. One of the advantages of social media is that it has a lot of potential for the advancement of a business. The interest of the

Indonesian people in social media services keeps various platforms coming to Indonesia (Lisias, et al., 2022). Instagram plays a role in transforming digital marketing strategies. Instagram makes it easy to introduce products that will be sold by marketers and consumers can easily see the products offered, making it easier for consumers to transact.

Through *Instagram*, product offerings can be made by uploading photos and short videos containing information about the company, both regarding the range of products offered or the places used, it is hoped that this will attract consumers and potential customers to observe the various types of products offered.

According to Irma in (Nisrina, 2015) Instagram is an application used to share various photo and video moments. Instagram is part of *Facebook* which can be related. Appearance of application *Instagram* which is now increasingly popular, making people start using it as an online business media and then promote their various products on *Instagram*. In their daily lives, entrepreneurs are very dependent on *Instagram* because through *Instagram* can attract attention *his followers*, *Instagram* now it has changed people's lives for the use of Instagram, which was only for sharing personal videos or photos but now *Instagram* can also be used to build an image by showing through content that is appropriate to their respective business fields.

Currently, the business world in Indonesia is being pursued and has many developments. One area that is loved lately is the coffee shop. Every coffee shop has a different way of attracting customers. Due to the increasing number of coffee shops in Indonesia, business owners are required to be creative and use unique strategies to promote their products. One method that can be used is social media as a promotional channel. In addition to Instagram being used as a promotional medium by providing price discounts then creating content and publishing it on Instagram, the use of the place is a media that *insagramable* this is also one of the promotions from the cafe *Cerita*

A company that utilizes social media, namely Instagram as a promotional strategy at @ceritacoffee.id to maximize café visitors

LIBRARY STUDY

1. Marketing strategy

Marketing strategy is a strategy used by marketing on an ongoing basis to win market competition in the long term (Rahayu, 2023). Marketing strategy is an effort to market a product, be it goods or services by using certain patterns and tactics so that sales become higher. (Grace Haque, et al., 2022). An important role in marketing strategy is to determine the economic value of a company, be it the price of goods or services.

The factors that determine the price of goods and services are production, marketing and consumption. Marketing is a part that connects production and consumption activities.

The function of the marketing strategy (Grace Haque, et al., 2022):

- a. Increase motivation to see the future
- b. More effective marketing coordination
- c. Formulate company goals

d. Supervision of marketing activities

While the objectives of the marketing strategy are:

- a. To improve the quality of coordination between individuals in the marketing team
- b. As a measuring tool for marketing results based on predetermined performance standards.
- c. As a logical basis in making marketing decisions.
- d. To increase the ability to adapt when changes occur in marketing.

2. Marketing Mix

According to (Kotler, 2002 in Daryanto, 2019), the marketing mix is a set of marketing tools that can be used by companies to achieve their marketing objectives in the target market.

The definition of the marketing mix is as follows: "Marketing mix is a set of marketing tools used by companies to pursue their company goals". So, it can be concluded that the marketing mix is a set consisting of product, price, promotion, and distribution, which will determine the level of marketing success and all of that is aimed at getting the desired response from the target market. (Kotler and Keller, 2007 in Hose, 2013).

Meanwhile, according to (Saladin and Oesman, 2002 in Daryanto, 2019), the marketing mix is a series of marketing variables that can be mastered by companies and used to achieve goals in the target market. (Kotler and Armstrong, 2001 in Daryanto, 2019) states that the marketing mix is a set of tactical and controlled marketing tools that are integrated by the company to produce the response the target market wants.

Marketing Mix are controllable variables that companies can use to influence consumer responses from certain market segments that the company is targeting (Daryanto, 2019):

a. Product

According to (Kotler, 2002 in Daryanto, 2019) a product is something that is offered to the market to be noticed, owned, used, or consumed, so as to satisfy a want or need. The intensity of competition in the market forces companies to strive for high product adaptation in order to gain a competitive advantage over competitors, because product adaptation can broaden the local market base and be improved for certain local preferences. Consumers have more and more alternatives and are very careful in making decisions to make purchases by considering factors of need, product advantages, services and price comparisons before deciding to buy (Tjiptono, 2008 in Hose, 2013)

b. Price

Kotler and Armstrong (2013 in Daryanto, 2019), price is the amount of money paid to obtain goods or services; the amount of value that consumers exchange to exchange it for profits to acquire goods or services. From the definition above it can be seen that the price paid by the buyer includes the services provided by the seller. Many companies take an approach to pricing based on the objectives to be achieved. These objectives can be in the form

of increasing sales, maintaining market share, maintaining price stability, achieving maximum profit and so on (Engel, J; Blackwell R, 2004 in Hose, 2013).

c. Promotion

According to Tanton (in Suyanto, 2013 in Daryanto, 2019), promotion is an element in a company's marketing mix that is utilized to inform, persuade, and remind about a company's products. Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence or persuade and increase the target market for its products so that it is willing to accept, buy and be loyal to the products offered by the company concerned. (Tjiptono 2007 in Hose, 2013).

d. Place

Strategy regarding distribution coverage, regarding storage facilities, regarding transportation and other matters.

According to (Kotler &, 2010), place or distribution channel is the fourth element of the marketing mix, which includes company activities that make products available to target customers which include among others: distribution channels, location sorting, inventory, transportation and logistics coverage. The distribution channel is a structure that describes the selected channel alternatives, and describes different marketing situations by various types of companies or business institutions (manufacturers, wholesalers, and retailers). It can be considered as a function that must be performed in order to market the product effectively.

3. New Media

McQuail (2011: 148) explains about new media as follows: The term new media means a variety of communication technology devices with digitization and their very wide availability for personal use as a communication tool.

According to Nicolas Gane and David Beer (2008) in the book Nasrullah (2014:75) about the characteristics *new media* as follows :

a. Network Characteristics

Where *new media* makes it possible to have a network that connects not only between computer devices, but also between individuals.

b. Characteristics of Interactivity Where *new media* build structures from

hardware as well as *software* Which involving humans so that Humans are able to communicate with other people interpersonally in a new way.

c. Interface Characteristics

Where new media does not only involve contact between humans and computer devices, but *new media* can involve humans and other humans, information networks, and various internet data.

4. Social media

B.K. Lewis in his work titled "*Social Media and Strategic Communication Attitudes and Perceptions among College Students*" published in 2010 ago stated that social media is a label that refers to digital technology that allows

all humans to interact and connect with each other, produce, and share messages.

Nasrullah (2017:16) explains the special characteristics of social media as follows:

1. Network (Network). Namely the infrastructure that connects between computers and computers *hardware* other. This connection is needed because communication can occur when computers are connected, including in data transfer.
2. Information (Information). Considered important from social media because of social media users creating representations identity, content production, and interacting based on information.
3. Archives. For social media users, archives become a character that explains that information has been stored and can be accessed at any time and through any device.
4. Interactive (Interactivity). The basic character of social media is the formation of networks between users. This network is not just expanding friendships or followers *on internet* will solely be built by interaction between users.
5. Simulation (Simulation). Social media has the character of being a medium for ongoing community interaction (*society*) respectively *virtual* with a unique and deep pattern. Various cases can be different and are not found in the life of a different *society real* (real).
6. Content by user (*User Generate Content*). Proving that social media content is wholly owned based on the contributions of users and account owners.
7. Spread (Sharing). This practice is not characteristic of social media which proves that the audience is active in disseminating content as well as developing it.

RESEARCH METHODS

Researchers apply a qualitative descriptive method. Moeleong (2011: 11) argues that the data collected is in the form of pictures or words. The data will contain various excerpts describing the presentation of the report. The data comes from field notes, personal documents, photographs, memos, interview scripts, tapes, videos, and other official documents.

According to Sugiyono (2012: 298) qualitative research does not use populations, because qualitative research departs from certain cases in certain social situations and the results of the study will not be applied to the population, but transferred to other places in the social situation in the cases studied. Samples in qualitative research are not called respondents, but rather informants, resource persons, and participants.

According to Bog and in Sugiyono's book (2012: 232) Data analysis is the process of finding and systematically compiling data sourced from field notes, results

DISCUSSION

The marketing strategy used by the cafe Cerita consists of 4 marketing mixes, namely product, price, place and promotion. The first strategy is drinks, especially coffee, and also provides non-coffee drinks and the availability of gelato, then food consists of 2 (two) types, namely main foods such as fried rice, chicken rice and others and there are also snacks accompanying coffee such as toast, french fries, fried bananas and so on, what distinguishes it from other cafes in this café is that it provides food that is served in a unique and attractively arranged manner.

The second strategy is carried out through price, namely relatively competitive coffee prices of around 35 thousand rupiahs, main meals around 40 thousand to 60 thousand rupiahs while snacks are around 20 thousand to 40 thousand rupiahs. The price for the gelato varies, with a scoop of 25 thousand rupiah per scoop. The price that is priced by the café Cerita is a relatively competitive price with the many cafes that have sprung up.

Furthermore, the strategy used by the café Cerita is place. Café Cerita is located on the main otista road. The location which is the advantage of the Café Cerita is with ample parking facilities and is equipped with an Instagrammable design for a place to gather with friends, the Café Cerita also fulfills the requirements for holding parties such as weddings and other parties.

Through the promotion of café cerita using social media, namely Instagram as a promotional tool. In the café Cerita promotion, they post new menus, café atmosphere or Instagrammable photo spots and events held on the cafe Cerita and post photos tagged by customers to the café Cerita Instagram.

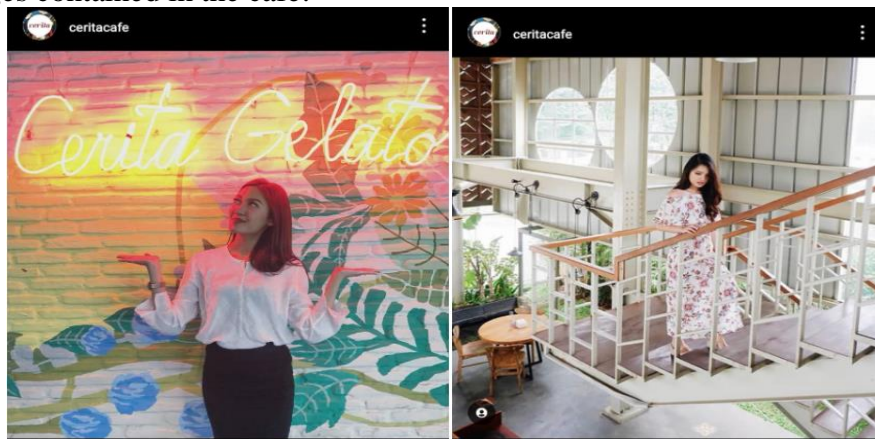
Some of the content posted by Café Cerita is as follows:



Café Cerita posts menus contained in café stories with a beautiful and attractive appearance, as well as new menus contained in café stories are also posted.



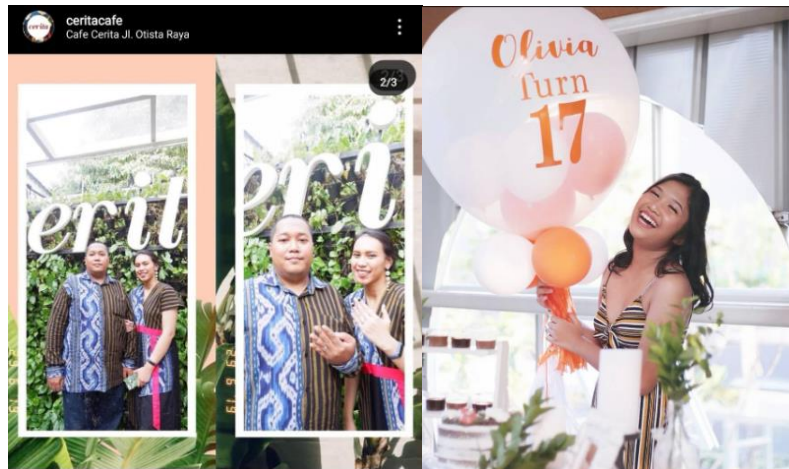
In content *instagram* the café Cerita also posts promotional menus and packages contained in the café.



Apart from using it for menu promotion, Café Stories also posts content about Susana Café and good and Instagrammable places to take pictures.



Café Stories provides live music on weekends. To enliven the atmosphere apart from the facilities they have, CETA Café provides live music.



With the facilities available, the Café Cerita can also support special events such as birthdays, engagements and weddings.

CONCLUSION

After the elaboration of the discussion above, it can be concluded why the café Cerita marketing strategy uses Instagram, namely with technological advances and the large number of people using Instagram nowadays. This interest is used by the Cerita café in posting content about the food products offered, the atmosphere and facilities owned by the Cerita café in the hope of maximizing consumer interest. The use of social media has the advantage that marketing costs are relatively cheaper and interesting content can maximize customer interest.

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