



Utilization Instagram as a Communication Marketing Media

Asrul A, M Alfandy I, Aufa Fauziah S

Departemen Ilmu Komunikasi, Universitas Komputer Indonesia, Indonesia

Email: *asrul.41818057@mahasiswa.unikom.ac.id

Abstract. The purpose of this study is to analyze the use of Instagram as a communication marketing medium in utilizing the new internet media as an alternative to approach potential consumers. This study used qualitative research methods. The results of this study are the use of Instagram social media in expanding and improving the marketing communication function. Because the presence of the internet in marketing communications can help business people or marketers in carrying out marketing communications, because marketers must have a strategy to be able to take advantage of Instagram social media as a marketing medium in order to achieve their goals and target market. This research was conducted to determine the benefits of Instagram as a communication marketing medium in approaching consumers and achieving the desired target market.

Keywords: Utilization of Instagram, Communication Marketing, and Business

1. Introduction

Along with the increasing number of human populations and in the current digital era, the development of the internet is accelerating rapidly. Technological developments have made the internet a part of modern society. Internet as a communication medium that can connect users around the world in a network wherever and whenever they are [1]. Not only for communication media, but the internet is also used as a medium that can do everything, one of which is as a medium of marketing communication / marketing communication. Effective use of marketing communications is a multidisciplinary approach that combines theories and concepts between communication science and marketing science. Its activities use communication techniques that aim to provide information regarding the company to its target market. The use of marketing communications plays a very important role for marketers and companies, without communication, consumers or the public will not know the existence of the product or service being marketed, and as a marketing expansion which is to reach a wider audience by utilizing technology in this era of globalization. modern today [2]. Marketing communication can also be stated as the main activity in all interaction processes, especially in marketing. Because the needs of today's society are increasing if they follow the times, where the use of social media now is as a tool to meet needs such as primary, secondary



and tertiary needs [3]. Utilization of technology in the field of marketing is one of the efforts to improve the world of marketing from the traditional way of growing rapidly to a more modern and efficient way. No exception by utilizing it as a tool to convey goals and messages intended for audiences, one of which is Instagram social media. Instagram itself has features that support it to be used as a marketing communication medium, namely with the photo or image feature that will be uploaded it will be more interesting because it uses the features on Instagram, now many people are using Instagram as a medium to sell their products. By using the image effect feature on Instagram, the products to be marketed will become more attractive to buyers.

In most countries, Instagram is used as a tool to interact with people around the world online. In addition, Instagram is also used as a development for the business world which can enable major changes to the marketing world from a traditional way to a more modern one by utilizing today's technology. This can make it easier for humans to get profits only by using internet technology, namely social media which can produce more targeted audiences, and also reduce production costs with this efficiency [4]. The existence of social media greatly strengthens the position of the internet as a communication medium, where distance can no longer be seen by the eye, so information and messages can be conveyed in a short time, as well as for business activities. According to global data, in 2020 there are 4.57 billion internet users and 3.96 billion active users of social media with the age range of active social media users being 16-24 years old [5]. Indonesia itself is listed as being ranked 9th with a total of 3 hours 18 minutes of social media users every day. One of the most frequently used social media is Instagram with a total of 1,082 million active users. Therefore, according to We Are Social.com 2020, Indonesia is one of the countries with the greatest potential to promote through Instagram, and also according to Indonesian data from Napoleon Cat, active Instagram users in Indonesia have reached 73,790,000 with an age range of 18-24 years as biggest users [6].

The development of information technology, social media, and the internet has made a drastic increase in the productivity of the world of effective and efficient marketing. However, of course there are obstacles that make this effectiveness hampered because not all people can use the internet, especially social media as a communication tool and as a tool to meet their needs, especially in rural areas where there is very little knowledge about technology. According to the American Marketing Association, marketing is the process of planning and executing the thought, pricing, promotion, and distribution of ideas, goods and services to create exchanges that meet individual and organizational goals [7]. Many studies show that the role of digital marketing is very useful for connecting the two parties in marketing, both prospective consumers and companies, and if communication can be established between sellers and buyers, buying, and selling products will be easier [8].

The application of communication in marketing makes a huge potential and opportunity to be used as a marketing communication tool where social media makes it easier to share information between users [9]. With great potential and has been widely used by several countries, such as China, which was able to reach its market in the economic sector because of the success of this country in developing its digital marketing. According to enterprise analysis, moving a business to achieve its goals needs to first detect and see the determination of the dream vision of the desired future situation (current situation) of a desired country/company, culture (personality - shared values, common behavior) and the organization so that it can provide capabilities to customers. management to manage business activities optimally, efficiently and effectively [10]. With this technological advancement, it is

easier for business actors to use technology, especially using Instagram social media in buying and selling products and also many innovations that can be done, therefore the marketing communication strategy used must be right in order to reach the target market share so that it can increase sale. The purpose of this study is to analyze the use of Instagram as a communication marketing medium in promoting a product and see how much influence and benefits Instagram has in marketing products, using qualitative research methods.

2. Method

The research method used is a qualitative method which aims to determine the events experienced by the research subjects. Such as usability, benefits, overall effect, by describing in the form of words and language. To analyze how important Instagram is as a communication marketing medium, we collect data by means of observation via the internet or directly observing the phenomena that are around us.

3. Results and Discussion

The use of Instagram as a communication marketing media will not be separated from the availability of communication that occurs. As a business strategy, marketing is an act of adjusting a market-oriented organization in the face of business realities, both in a constantly changing micro and macro environment. Therefore, promoting business products using social media, especially Instagram, is an effective way to get more and wider potential customers, even to the whole world.

Examples of websites that provide information related to the use of Instagram social media as business-based social media are (See figure 1).

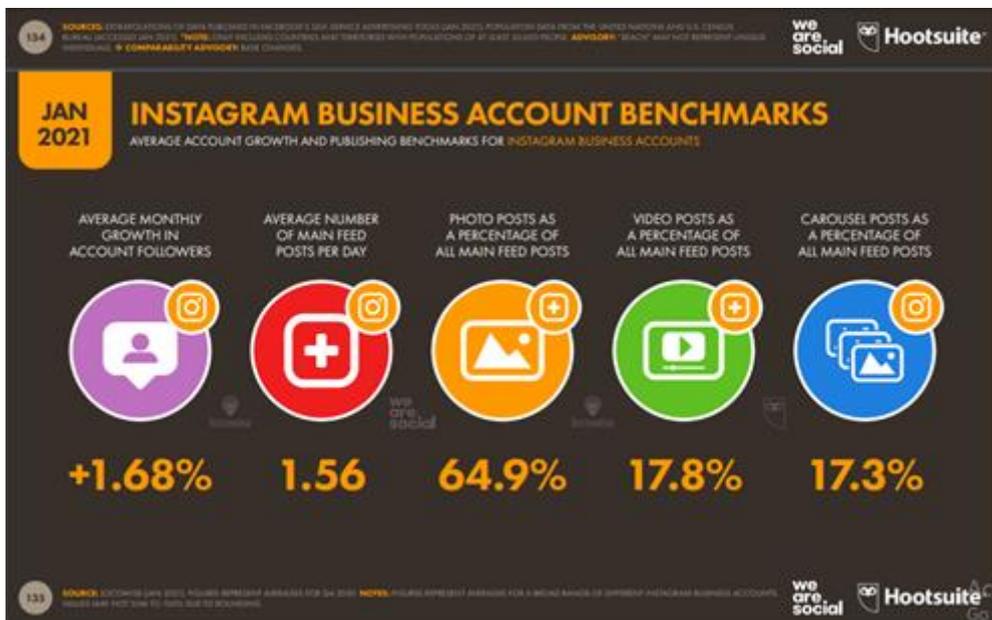


Figure 1. Datareportal.com (Digital 2021: Local Country Headlines)

Datareportal.com is a website that offers thousands of free reports to help us make sense of what people actually do online. Through this website, visitors can observe, display data as a whole from various parts of the world, and also through this website visitors can learn various

information about various aspects related to data on internet usage, gadgets, and social media usage in the world. In addition to the Facebook (See figure 2).

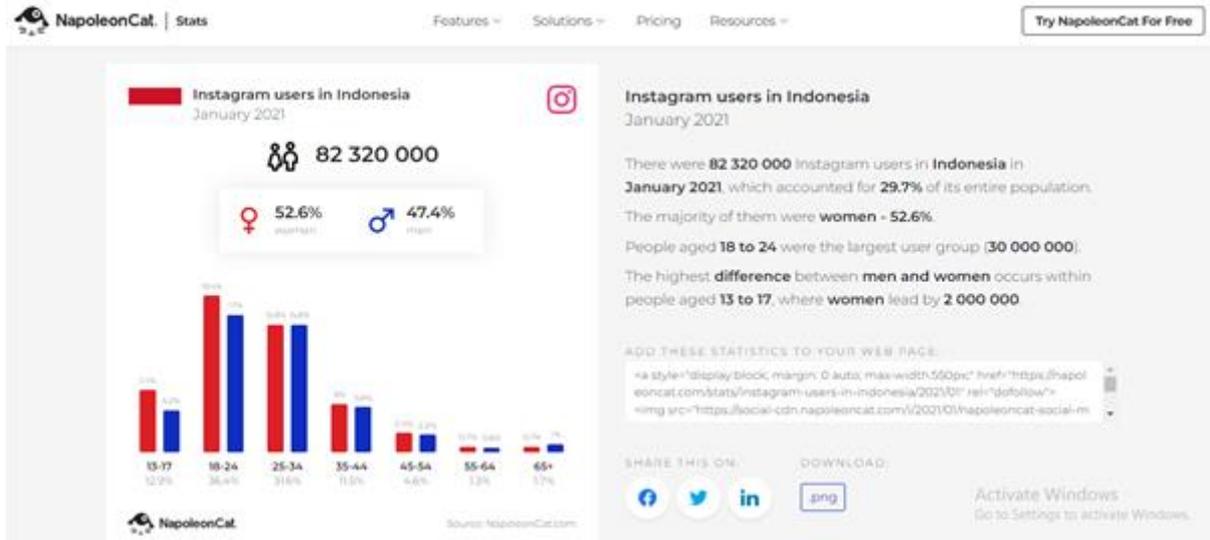


Figure 2. NapoleonCat [6]

NapoleonCat is a social media marketing analytics company based in Warsaw, Poland. This website aims to observe demographic updates for every country in the world by analyzing, observing, and studying various information about social media users used by every country in the world (Figure 3).



Figure 3. Instagram

Instagram is an image and video-based social media that provides online photo or video sharing services, which are now widely used by gadget users. Instagram can also be said as a marketing/marketing media because Instagram has several supporting factors such as online marketing communication strategies. Instagram itself has many benefits, one of which is as a marketing tool in the business world. Instagram is also an efficient and effective forum and sales promotion activity, and also has many benefits for market participants in promoting their products/services at an affordable cost

4. Conclusion



The development of information technology, social media, and the internet has made a drastic increase in the productivity of the marketing world that is effective and efficient, therefore the application of communication in marketing makes a huge potential and opportunity to be used as a marketing communication tool where social media allows for easier sharing of information between users. Instagram as a communication marketing media will not be separated from the availability of communication that occurs. As a business strategy, marketing is an act of adjusting a market-oriented organization in the face of business realities, both in a constantly changing micro and macro environment. Therefore, promoting business products using social media, especially Instagram, is an effective way to get more and wider potential customers, even to the whole world.

Acknowledgement

The author would like to thank for the support of Mr. I. Made Aryantha Anthara, MT and Mrs. Dr. Melly Maulin P. M.Si as a mentor and supervisor who has provided input and suggestions for this research, my family and all parties involved in this research, either directly or indirectly.

References

- [1] Ali Hasan, Marketing, New Edition, Media Pressindo, Yogyakarta, 2009
- [2] Fandy Tjiptono, Marketing Strategy, Second Edition, Andi Publisher, Yogyakarta, 1997
- [3] M. Murshid, Marketing Management, Bumi Aksara Publisher, Jakarta in collaboration with Inter-University Center - Economic Studies University of Indonesia, 2010
- [4] Philip Kotler, Gary Armstrong, Marketing Principles, Volume One, Twelfth Edition, Erlangga Publisher, Jakarta, 2008
- [5] Soegoto, E. S., Hafidz, M. A., Febiananda, R., & Maruli, D. (2022). Design of a Customizable Preview Feature on Clothing Website. *International Journal of Research and Applied Technology (INJURATECH)*, 2(1), 44-53.
- [6] <https://napoleoncat.com>.
- [7] Rizaldi, A., & Madany, Z. (2021). Impact of E-Commerce in Industry. *International Journal of Research and Applied Technology (INJURATECH)*, 1(2), 59-64.
- [8] Novianti, W., & Pratama, R. D. (2021). Development of Electronic Commerce on Tourist Traveling. *International Journal of Research and Applied Technology (INJURATECH)*, 1(2), 37-44.
- [9] Rohmawati, T., & Winata, H. (2021). Information Technology for Modern Marketing. *International Journal of Research and Applied Technology (INJURATECH)*, 1(1), 90-96.
- [10] Santy, R. D., & Alfiana, F. (2021). Information Technology Utilization in Fashion Industry. *International Journal of Research and Applied Technology (INJURATECH)*, 1(2), 18-22.