

Utilization of Instagram Social Media in Increasing Product Sales, RR Management Case Study

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Ilmu Komunikasi

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Abstract

This research was conducted at a business called RR Management which focuses on accessories, how promotional strategies through the use of Instagram social media can increase product sales at RR Management, Sumbawa to find out what promotional strategies are used to increase product sales through the use of Instagram social media at RR Management located on Jln Melati. No. 06, Kel. Bugis, Sumbawa Besar. The method in this research is to use a qualitative method with a descriptive approach to obtain the data desired by the researcher, namely that RR Management has utilized the features in Instagram as a promotional medium, the use of Instagram media in sales has increased the number of product sales and can attract many consumers. . Instagram has an important role for RR Management, through Instagram RR Management can exchange information through content such as photos and videos. The posts uploaded to RR Management's Instagram are the emergence of disseminating information to consumers. The @cv.rrmanagement account to attract a lot of attention from the public, RR Management should collaborate with influencers on Instagram. Make more use of the Live Instagram feature when new items come in so that information is spread to a wider audience. RR Management needs to be improved more consistently in uploading content on Instagram so that the @cvrrmanagement account can attract lots of customers on Instagram.

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1. INTRODUCTION

1.1 Background of the problem

The development of the times is increasingly rapid in the business market in Indonesia and currently it is greatly benefiting and being helped by the presence of Instagram. As a manifestation of technological progress which is growing rapidly day by day, Instagram is an application that allows its users to share photos and videos, easy use makes this Instagram application an application that is in great demand by various groups. Both for sharing daily information and for business. In addition, marketing communications also contribute to brand equity by embedding the brand in consumers' memories. It cannot be denied that marketing communication also requires communication media in the marketing communication process, one of which is through social media. (Yeri Tri Kurnianto)

According to Philip Kotler and Kevin Keller (2015), social media is a means for consumers to share text, image, audio and video information with each other and companies and vice versa. The role of social media is increasingly recognized in boosting business performance. Social media allows small businesses to change the way they communicate with customers, market products and services and interact with customers with the aim of building good relationships.

The existence of social media now continues to penetrate human life. In its development, social media can be used for various purposes, from making friends, campaigning for certain programs (educational, social, religious, environmental, health, etc.), to promoting and marketing certain products or services. The rapid progress in the field of information technology is balanced by advances in transportation technology and logistics management. This makes it easier for human and goods traffic to occur. These two things should be business opportunities that must be exploited. In

this case, how to utilize social media such as Instagram, Facebook and Twitter or others to market products. (Ita Suryani)

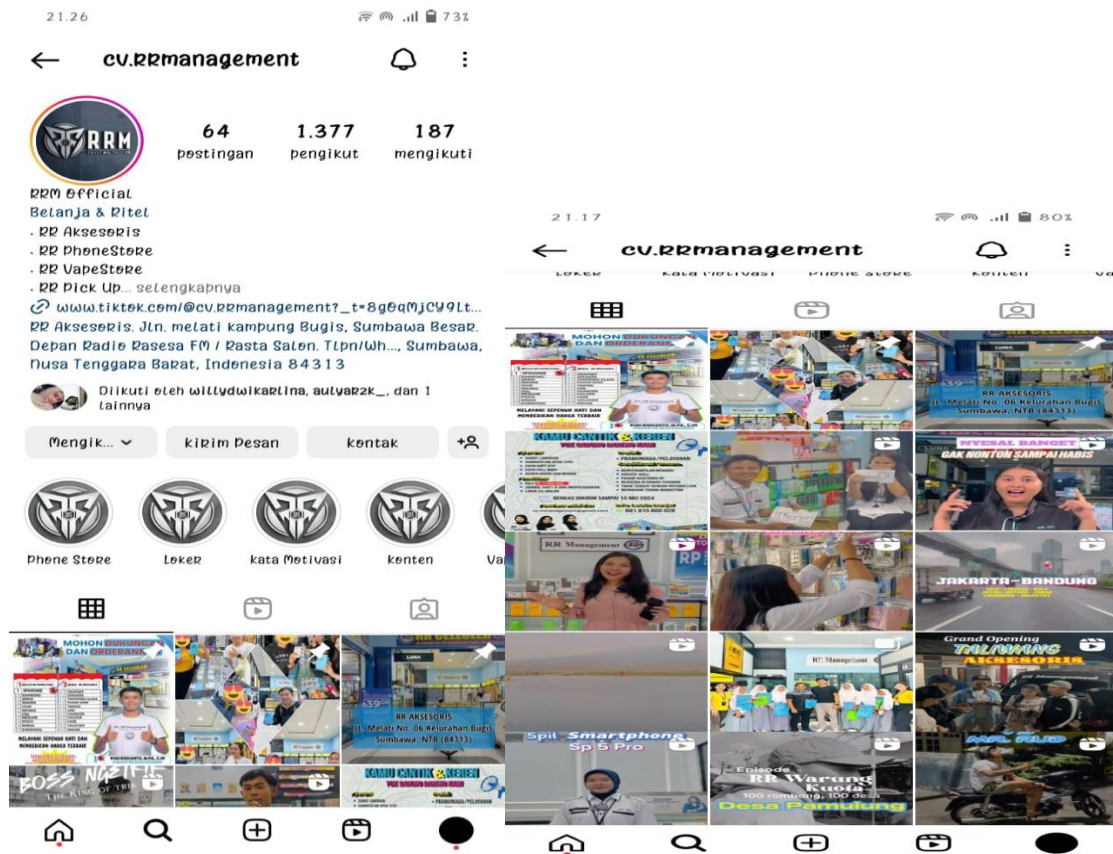
Instagram is one of the most popular social media among the public, because it is considered a social media that tends to focus on displays in the form of photos and videos of short duration, while Facebook and Twitter focus on uploads in the form of writing (Mahendra, 2027). In this way, teenagers can easily find out about their idols' activities by uploading photos and videos to their personal Instagram accounts.

According to (Arsan Mailanto, 2016), based on the latest data, Instagram has reached 400 million active users globally. Of the 100 million users who have recently joined Instagram, more than half are in Asia and Europe. The majority of Instagrammers are young, educated and well-established, on average they are aged 18-24 years as much as 59 percent, aged 45-34 years 30 percent, and those aged 34-44 years 11 percent. The most active female IG users are 63 percent and 37 percent are male.

With the existence of social media, Instagram is utilized by one company in the gadget sector which has used Instagram as a promotional medium and the company is called RR Management with the Instagram account @cv.rrmanagement. In promoting their products online, RR Management uses Instagram because of its wide reach so it can quickly attract consumer interest.

RR Management is a company that offers products in the form of accessories at affordable prices, so that it can market good quality products but is also very friendly to students and all groups. And can be visited at any time @cv.rrmanagement itself is located at Jln Melati Kampung Bugis No.6 Sumbawa Besar. The RR Management account was founded in 2018 and has been followed by 1,377 Instagram users and can be seen from the official Instagram account of RR Management, namely @cvrrmanagement.

The following is the Instagram profile of RR Management, namely:

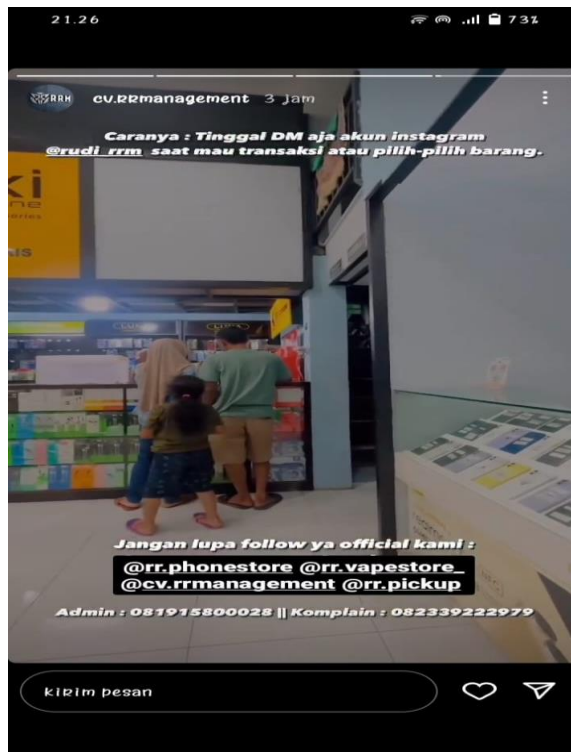


Picture 1.1. IRR Management Instagram profile
(Source: Instagram RR Management, in May 2024)

The Instagram account @cv.rrmanagement says it is quite diligent in updating its content on Instagram, posts on Instagram are visual content such as photos and videos that are shared with the user's followers or the public in general.

Posts on Instagram provide features like, comments, mentions, all of which are used by RR Management on Instagram with the aim of liking their photos and videos, then followers can press the screen twice. Comments are used to express thoughts through words, including questions, suggestions and criticism. Mentions to call other users by using the arroba sign (@) and entering the user's name.

The images from Instagram stories (instastory) can be seen in the image below:



Picture 1.1.2RR Management Instagram story

(Source: InstagramRR Management, in May 2024)

Image in Above is an example of capturing Instagram stories @cv.rrmanagement, stories are an option for them to share every activity or update Instagram stories every day with the aim of making it easier for potential consumers to get information and also for them to reply immediately if they want to ask about goods or job vacancies so that companies and consumers can interact without meeting easily and without distance.

In Instagram Stories, there is a DM (Direct Message) feature that sends messages in the form of questions or other things to RR Management's Instagram stories. As a customer you can drive discovery, strengthen relationships, and drive sales through personal relationships.

This explanation is the basis for writing to carry out in-depth research and research related to the use of Instagram social media in increasing product sales carried out by the Instagram account @cv.rrmanagement. Different from previous research, this research focuses on promotional strategies via Instagram to increase product sales. Based on the background described previously, the author is interested in researching and studying more deeply an article in the form of a thesis with the title "USE OF INSTAGRAM SOCIAL MEDIA IN INCREASING PRODUCT SALES CASE STUDY IN RR MANAGEMENT".

1.2 Formulation of the problem

Based on the background description stated above, the problem formulation is "what is the promotional strategy through the use of Instagram social media to increase product sales at RR Management, Sumbawa?"

1.3 Research purposes

The aim of this research is to find out how promotional strategies are carried out to increase product sales through the use of Instagram social media at RR Management which is located on Jln Melati. No. 06, Kel. Bugis, Sumbawa Besar.

2. RESEARCH METHOD

1.4 Types of research

This research uses a descriptive method with a qualitative approach. This research provides an accurate picture and explanation of the condition or symptoms encountered. According to Sulgiyono (2014), qualitative research methods are research methods which are used to produce research in natural object conditions, where research is a key melting instrument, collection technique. data is carried out by triangulation (combination), data analysis is inductive, and the results of qualitative research convey more meaning than generalization. Qualitative Research Methods are research methods that use observation methods, interviews (intellectual analysis), content analysis, and other data collection methods to present responses and research activities (Seltiyosari, 2012).

According to Bogdan and Bikleln in Sulgiyono (2020:7) a descriptive qualitative research method is the collection of data that does not consist of words or pictures, so it does not involve numbers. The collected data is then analyzed and then described so that it is easy for others to understand. In this research, the aim is to provide an overview, describe and interpret the existing circumstances related to the RR Management Office of Sumbawa Besar.

Research carries out by implementing a qualitative research approach, a method that focuses more on aspects of a deep understanding of a problem rather than looking at the ultimate problem of generalized research. This research method is more likely to use in-depth analysis techniques, that is, studying problems in a detailed manner because qualitative methodology believes that the nature of the nature of one problem will be different from the nature of other problems. The aim of this research method is not generalization but also a deeper understanding of problems (Agulstinova, 2015:29).

1.5 AIDA Theory in RR Management's Digital Marketing Strategy on Instagram

The AIDA marketing theory explains the stages a customer goes through from awareness to purchase. The AIDA extension can be successfully used in Instagram digital marketing to drive people from product awareness to buyers. Instagram as a site that helps to attract the attention of audiences, attracts people to visit and see the content that is presented. Applying AIDA principles to Instagram's digital marketing plan allows business players to successfully direct consumers through ultimate customer awareness, increase engagement and ultimately increase product sales (Farida and Thamrin, 2022). The interaction between business actors and customers is strong and the sales motivation depends on sales marketing techniques (Kotleler and Kellelr, 2015).

Getting attention is the first step that will ultimately generate audience interest. The business in this case must attract attention by offering material that is relevant and attractive to its audience. Greater interest in the goods or services provided can be generated through mobile content such as product advertising and marketing, customer information, and attractive promotions that are published in a number of retail moments. Material that is written well and practically will attract ultimate readers for a longer period of time in the company's profile and posts.

Desire is the third stage, which gradually develops audience' desire to buy products or services. This can be achieved by developing content that clearly highlights the product's advantages, appeal from loyal customers, and special offers or unique discounts that increase the product's appeal. Showing how a product can solve a

problem or fulfill a product's success will fulfill their desires and ultimately lead to sales.

The action stage or product purchase by audience (Action) is the final goal of the initial stages that have been carried out where business actors encourage the audience to carry out actual actions, such as buying products or continuing to promote website. A strong call to action (CTA) can be embedded in every Instagram post, the link can be placed in the bio, and audiences can be directed directly to the purchase page using the high-end Instagram feature on Stories. Strategic strategies such as limited time offers or special promotions can create buzz and drive sales action.

1.6 The influence of digital marketing (Instagram content) in increasing sales of RR Management products

The advancement of technology and the development of digital interaction has led to business actors from both business and SMEs to rely on digital as a product marketing tool and influence society. As carried out by RR Management, since its inception, RR Management has focused on carrying out digital marketing through Instagram and TikTok which has resulted in them being very effective and very influential in promoting their products.

Digital marketing communications carried out on Instagram media @cv.rrmanagemelnt have the ultimate goal of influencing people's purchasing power. In an interview conducted with Rudi Risdianto, the owner of RR Management Company, Rudi explained that the influence of social media in sales has great potential in business because it is closer to customers and can increase profitability. Creativity, high quality content and social interaction provide a great opportunity for business actors in introducing their products to potential customers. Utilizing social media, especially Instagram, to offer and sell accessory products is one of the strategies that can be implemented to survive in market competition.

From the explanation of the owner of RR Managemelnt above, it can be interpreted that the factors that can influence digital marketing carried out in relation to increasing product sales are improving quality, creative content, as well as high interaction with sales.

1.7 The relationship between creativity, content quality and interaction in increasing Instagram traffic and product sales

Instagram is one of the most effective marketing platforms in the digital era, especially for mobile business RR Management which sells smartphone accessories. The relationship between interaction, content quality and creativity is very important to increase product sales and Instagram traffic.

a. Creativity

Creativity is an important component in attracting audience attention on Instagram. In order to differentiate itself from the large amount of content uploaded every day and the intense competition, RR Management must provide content that is different and interesting. Creative concepts, including the development of various brands or concepts that are unique to each campaign, narrative stories behind the products, and presentation of product presentations that are attractive in an artistic way, can attract audiences and arouse their curiosity. In order to produce dynamic and interesting content, creativity also requires the use of Instagram features such as Resells, Stories and IGTV. Creative content not only attracts greater attention, but is also more likely to be shared by users, thus increasing the reach and traffic of the RR Management Instagram account.

b. Content Quality

Audience' response to posts is also greatly influenced by the quality of the content. RR Management's professionalism and credibility are reflected in high quality content. Positive marketing perception is influenced by clear images, well-produced videos, and informative and concise product descriptions. Audience is more likely to engage with posts, engage with their accounts, and, ultimately, consider buying products when their content is consistently high quality. In addition, creating a positive customer experience and increasing customer trust are potential benefits of high-quality content, which can increase customer loyalty and reliability.

c. Interaction

The cultivation of the strong audience depends on interaction. RR management must actively engage with their followers by responding to comments, holding question and answer sessions at Stories, and responding to messages directly. Effective intelligence not only increases engagement, but also creates a loyal and involved community. RR Management can build a more personal and emotional bond with its customers by demonstrating that they value and care about their customers. Positive interaction also motivates users to visit their Instagram page more frequently and engage in activities, such as contests or giveaways, which in turn increases the account's visibility and traffic.

d. Influence on Product Sales and Instagram Traffic

Instagram traffic and sales of RR Management products are directly influenced by creativity, content quality and interaction. Relatively creative and high quality content attracts more users and motivates them to fully engage in social media and share the content, thereby increasing reach and traffic. Working with audience in a positive way will foster an active community and increase involvement, thereby increasing the possibility of re-skilling and participating in the activities provided by RR Management.

The more engagement and traffic generated, the greater the possibility for RR Management to transform followers into customers. Targeted product promotions and effective implementation of CTAs in posts can encourage ultimate followers to purchase. In other words, the system developed from the synergy between creativity, content quality and interaction allows RR Management to be more efficient and efficient in achieving its marketing goals by resulting in increased traffic and sales.

1.8 Implementation of Theory AIDA in RR Management's digital marketing on Instagram

a. Attention

In order to attract audiences on Instagram, RR Management uses high quality images and attractive visuals. On social media that has a visual orientation such as Instagram, image quality is very important to attract the attention of users when they explore their world.

RR Management implements creative and informative telephone calls to attract attention and increase audience participation. An effective Telkomsel must have the ultimate ability to communicate the intended message in a clear and concise manner. Mobile Telks generally conveys the background of the product or sells its development process to attract audience curiosity and enthusiasm, as well as encouraging audiences to engage with information by asking questions, encouraging the sharing of experiences , and so on.

Apart from that, using the right hashtags is an important strategy to increase the ease of searching for material on Instagram. RR Management can develop a more detailed and more targeted target audience by using the following hashtags in an effective manner. RR Management carries out comprehensive research to identify popular and relevant hashtags for its products and businesses, implements a mixture of popular hashtags and hashtags that are more accurate and more focused and reach out to more specific products in an efficient way.

b. Interest

RR Management ensures that the content they share is interesting and useful for their audience. RR Management provides informative product development tutorials and engaging customer testimonials, which effectively generate interest in their products.

c. (Desire)

RR Management strategically creates the ultimate drive to buy their products during every phase of desire. Melnrelka achieves this by providing special promotions and discounts, which create a sense of excitement and incentive for potential consumers to make a purchase. In addition, they provide good testimonials and reviews from loyal customers, which increase trust and confidence in their products. The desire for RR Managemelnt's offerings is further fueled by this positive customer support, which in turn fosters customer loyalty and drives sales.

d. (Action)

In order to make the audience happy to act during the Action stage, RR Management implemented flash sales and genuine promos. Potential customers are very interested and are ready to take action by RR Management through special offers and flash sale promos. This special offer provides consumers with the opportunity to buy their favorite items at a cheaper price. Through strategic marketing and communication, RR Management has succeeded in conveying the effectiveness of this offer, thereby encouraging the consultant to take action before the opportunity passes. By implementing flash sales and special offers, RR Management not only increases revenue with its but also encourages audience engagement and loyalty.

4. CLOSING

Conclusion

Based on the explanation above, it can be concluded that RR Management has utilized the features on Instagram as promotional media, the use of Instagram media in sales has increased the number of product sales and can attract many consumers. Instagram has an important role for RR Management, through Instagram RR Management can exchange information through content such as photos and videos. The posts uploaded to RR Management's Instagram were the start of disseminating information to the consultants.

RR Managemelnt applies AIDA's theory in the sales strategy carried out on Instagram, and the sales strategy carried out by RR Managemelnt on Instagram has been very effective in encouraging the development of the @cv.rrmanagemelnt store.

Suggestion

There are several suggestions for the account @cv.rrmanagemelnt to attract a lot of attention from the public. It would be best for RR Manager to collaborate with influencers on Instagram. Make more use of Instagram's Live feature when new items come in so that

more information is spread to the public. RR Management is more consistent in posting content on Instagram and needs to be improved so that the @cvrrmanagemelnt account can attract lots of subscribers on Instagram.

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