



Utilization of Instagram as a Marketing Media (Case Study of Online Buying Services @my_shopper.id)

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Abstract

The rapid development of the world of information and communication has made changes in the world of marketing, one of which is the existence of social media marketing. Various social media platforms are now provided including TikTok, Line, WhatsApp, YouTube and so on. Instagram is no exception, which is used as a marketing medium by the courier service (jastip) @my_shopper.id. The purpose of this study is to find out the use of Instagram as a marketing medium for the courier service business @my_shopper.id. A service for depositing branded goods such as clothes, bags, perfumes and others. The research method uses a qualitative descriptive type to clearly know the information from the jastip account owner regarding the use of Instagram social media as a marketing tool. Data collection is carried out by in-depth interviews with account owners, then collects documentation by capturing content layers used in Instagram accounts. Data analysis uses Miles and Huberman, namely by data reduction, data presentation and verification. Test the validity of the data using triangulation techniques for conducting interviews and collecting documents to informants. The results of the study indicate that the surrogate service account (jastip) @my_shopper.id does social media marketing through an Instagram account. Account owners use various available features such as comment fields, Instagram bio, Instagram traffic, feeds, reels. The content created also varies such as product photos, product review videos, uploading customer testimonials to uploads regarding the order packaging process. The use of Instagram as a marketing medium has the advantage of increasing traffic and making people know about this jastip. Weaknesses obtained include missing information, sometimes customers do not know branded products and entrusting services.

Keywords Instagram, social media marketing, courier service

INTRODUCTION

The realm of information and communication continues to grow rapidly, various activities that are usually carried out face-to-face, can now be turned into meetings in cyberspace. As is the case, shopping can now be done through e-commers, even now it can be done through social media. One of the businesses that use social media is the phenomenon of deposit services (jastip) buying goods according to customer orders. Jastip is an informal service that offers assistance to people who need or want to buy something but cannot go where they want to buy it themselves for various reasons (Kusumastuti, 2020).

The phenomenon of this deposit service or jastip even generates considerable income, quoted from Kumparan (2019), tells of a 25-year-old woman named Ana Azahra who already has a jastip account named @nitip.dikita. Starting from the end of December 2018, Ana manages a jastip business with her sister and a friend who likes to travel. They accept deposit services from Asian countries such as Thailand, Malaysia, Singapore and Japan. Ana's gross income from Jastip is around Rp. 30 million, but that has not been deducted from the cost of tickets, hotels, and meals.

The products sold in a courier service (jastip) can be of various kinds, such as clothes, food, drinks, bags, shoes, and so on. Even the products can come from various well-known



brands. The location for launching this delivery service is also different, it can be in malls, souvenir centers in an area, markets, and others, this is of course adjusted to the intended customer. This can be illustrated when someone wants to buy branded clothes that are sold in Jakarta, but it is not possible to go to Jakarta alone, or other situations that prevent someone from getting the clothes. So the jastip service in Jakarta can be one solution.

These deposit service providers can actually be from the closest circles such as friends, family or foreigners. The providers can also be individuals or groups, as experienced by Ana Azahra, one of the jastip providers. In addition, the payment transaction for this jastip service is different when shopping at e-commers. According to Muslichah and Irwansyah (2019) payment for jastip services can be made by paying for each item, or the total transaction. Then, most of the respondents in this survey conducted by jaktap.com tend to pay for services for the total number of transactions. For example, if you buy a bag for Rp. 200,000 and then add a deposit service of Rp. 15,000, the total to be paid is Rp. 215,000.

In order to support the continuity of this jastip business, of course the owner has his own marketing strategy, one of which is through social media marketing. This is reinforced by the increasing number of internet media users. Based on the survey results of the Indonesian Internet Service Providers Association (APJII) in collaboration with the Indonesia Survey Center (ISC) it was stated that as of the second quarter of this year, internet users reached 73.7 percent of Indonesia's population. This result is equivalent to 196.7 million internet users with a population of the Republic of Indonesia 266.9 million based on data from the Central Statistics Agency (APJII, 2020).

The use of social media is now also useful for promotion for product or service owners. Social media marketing is the art of science like throwing a big party on Twitter Facebook, LinkedIn, Pinterest, and the like in such a way that people not only show up to enjoy the party but are also ready to buy the available products or services (McDonald, 2022). There are quite a lot of social media in Indonesia, namely Instagram, YouTube, Twitter, TikTok, Whatsapp and others. Each social media has its own characteristics, YouTube which is identical to uploading videos of a certain duration, even if this is done consistently, it also becomes a marketing medium. In addition to YouTube, Instagram media can also be used as a marketing medium.

Based on the above phenomenon, business owners should see Instagram as a way to reach a larger target audience. There are many ways that can be done to do marketing on social media Instagram Quesenberry (2019) explains that you can do things similar to YouTube, such as embedding Instagram photos and videos on blogs or websites to improve SEO (search engine optimization). In addition, Instagram can also be used to post photos of products, employees, store environment, or events.

The topic of marketing through Instagram media has been done before, including research written by Untari and Fajariana (2018) about marketing strategies through Instagram social media on the @subur_batik account. The account is known to have sold batik clothes that were produced in-house. The results of the research show that the use of Instagram by uploading product photos used by celebrities uses Instagram stories. The promotions carried out had an impact on increasing sales results, before using Instagram in



one month they only sold 70 batik cloths with a profit of Rp. 10,000 for 1 piece of good cloth (Untari and Fajariana, 2018).

Previous research from Miladiah and Riyanto (2020) also discussed the use of Instagram social media for marketing Sayurkita.mlg during the Covid-19 pandemic. Sayurkita.mlg is a business engaged in agriculture, the various products offered include various types of vegetables, meat, chicken, fish, fruit and other kitchen needs. The results of his research show that the use of Instagram can make the interaction between Sayurkita.mlg business owners and potential consumers more bonded because they interact personally, besides that promotion is carried out by setting up Instagram posts and instastory feeds (Miladiah and Riyanto, 2020).

Through these previous studies, it is known that the research conducted has something in common, namely discussing the use of Instagram social media as a means to carry out promotions. However, the difference with previous research is the service or business that is the subject of the research. In this study, the author uses a courier service (Jastip) to buy branded goods, such as clothes, bags, shoes and perfumes. The account used for research is @my_shopper.id. In addition, the author analyzes any use of Instagram to promote, not associated with increased sales or influence on other things. The author also does not focus on the pandemic period, in order to show the overall use of Instagram social media by @my_shopper.id. Then the equation with previous research in terms of research approach that uses qualitative descriptive type. The research method is a case study, because it is considered to be able to help collect the data needed to answer questions about the use of Instagram as a marketing tool by the @my_shopper.id jastip account.

Instagram

Instagram is a very popular social media networking site used by teenagers. The Instagram application has advantages such as being a communication medium for sending information in the form of images, interactive photos through the photo sharing feature, taking photos, applying digital filters and sharing them among users via their respective smartphones. The use of Instagram occupies the second position after Facebook (APJJI, 2018 in Sultan, 2020). Instagram was first released by a man named Kevin Systrom and Mike. Specific features that were first released were the photo and video features, these features can be used easily, quickly, and are sophisticated. Instagram itself is considered to be the media that is currently the most popular and in demand by the public (Pratama, 2018 in Efrida & Diniati, 2020).

The Instagram application also has features that can be used by its users, Sultan (2020) explained that Instagram can be used to upload photos or videos as messages to other users, then can display the application features of photo/video effects, captions in photos (captions), hashtags, location, tag friends, explore or a collection of instagram stories. Instagram is quite a unique app compared to other apps, because Instagram is a mobile-only app and not an online website. Even though there is a website, it is just a simpler version of the app. The Instagram mobile app is supported on most devices and is a smartphone app (Quesenberry, 2019).



Social Media Marketing

Social media marketing is a new trend as well as a rapidly growing way in business to reach targeted customers easily. Social media marketing can be defined simply as the use of social media channels to promote a company and its products (Arsath, 2018). There are certain dimensions in the application of social media marketing campaigns by marketing managers (Parsons & Lepkowska-white, 2018 inZulfiqar, Lakho & Nizam, 2022). The dimensions are divided into four parts, as follows:

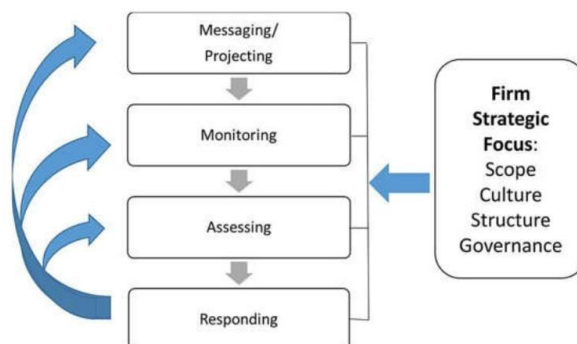


Figure 1. Social Media Marketing Management

Source: (Parsons & Lepkowska-white, 2018 inZulfiqar, Lakho & Nizam, 2022)

Based on Figure 1, the purpose of the message/projection is about two-way communication, therefore the message communicated to customers online depends on how the company engages with online customers. Next is monitoring, which means monitoring customer responses to uploaded online content. So after content is uploaded there is a need to continuously monitor how customers respond and interact. Then this third dimension means assessing or interpreting the monitoring data. Companies must have the ability to further process this information and understand how it can be used to develop better customer engagement strategies. The fourth dimension relates to the response given to customers, this aims to show a sense of care for customers (Zulfiqar, Lakho & Nizam, 2022)

RESEARCH METHODS

The research approach used is qualitative with a descriptive type, because it explains the use of Instagram as a marketing tool by the jastip @my_shopper.id account, therefore information is needed from the account owner to find out the content he makes, then the features used to support his promotion. Qualitative research emphasizes the importance of one's subjective experience and social reality is seen as a creation of one's consciousness by giving meaning and evaluation of events personally and subjectively constructed (Yusuf, 2014).

So that obtain clear and complete data, the authors conducted in-depth interviews and document collection. This interview was conducted with the owner of the jastip account @my_shopper.id, the non-structured interview was chosen for this data mining process. It is hoped that the information will be clear and complete. Then the collection of documents, because this research focuses on Instagram accounts as a marketing medium, photos, videos,



Instagram story uploads of products sold can be used to analyze the use of Instagram that is carried out. It also shows the variety of content used for marketing.

Data analysis with qualitative methods, researchers conducted data analysis according to Miles and Huberman. According to Silalahi (2009: 339) "analytical activities consist of three streams of activities that occur simultaneously, namely data reduction, data presentation, and conclusion drawing/verification". Referring to Hardani, et al (2020: 165) the process of reducing data, each researcher will be guided by the goals to be achieved. The main purpose of qualitative research lies in the findings. If the researcher finds something that is considered foreign or even unknown, does not yet have a pattern, that is precisely what is interesting and must be the attention of researchers in carrying out data reduction.

Data presentation Hardani, et al (2020: 167) in qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcards and the like. The interview results from the owner @my_shopper.id were completely transcribed, then described to make the information used for analysis clearer. Next, verify the data disclosed by the owner of the jastip account. Silalahi (2009: 341) a qualitative analyst begins to look for the meaning of things, noting regularities, patterns, explanations, possible configurations, causal paths, and propositions. Test the validity of the data using triangulation techniques which means using various data collection techniques to obtain information from the same source (Sugiyono, 2013). Referring to this definition,

RESULTS AND DISCUSSION

Research result

The courier service account (jastip) used in this study is named @my_shopper.id, the owner of the account is a woman named Mayda Dwi K. The beginning of the establishment of this courier service business when Mayda left her old job at the Malang airport, East Java, this decision taken in 2016. After leaving her job, finally decided to go to Jakarta at the end of 2016. At that time Mayda did not have a job and was in a state of trying to find a job, but there was no call for her, until finally she had the idea of a courier service, but initially Mayda went with her friend.

Mayda finally tried hard to establish her own custodial service, some of the items she sold were clothes, bags, shoes, perfume and other branded items. The work system is carried out every day by starting activities at 10.00 WIB then going to several shopping centers to visit several branded goods stores such as ZARA, H&M, Pull and Bear, Berskha and so on. One day, Mayda can visit approximately five malls in Jakarta to look for items that can be reviewed on the @my_shopper.id Instagram account. The activity ends at 17.00 WIB, however if the order is increasing, then the maximum return home is at 22.00 WIB according to the mall's closing hours.

The courier service, which was founded by Mayda, is run by two people consisting of the owner and one freelance admin. As one of the steps to introduce the courier service, the owner created an Instagram account called @my_shopper.id with more than twenty-nine thousand followers. with the number of uploads reaching 27 thousand. In addition to introducing their delivery service, Instagram is used to upload various photos and videos to



show their products. Every time I go to the mall, there are always new uploads on the Instagram feed, besides that there are also Instagram story uploads.

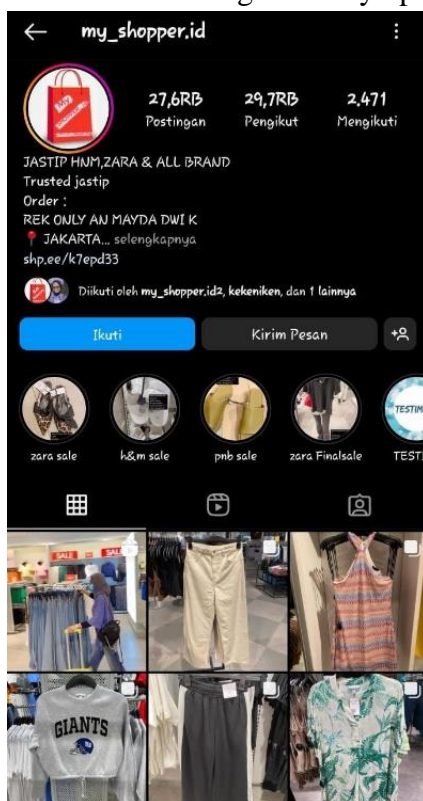


Image 1. View Instagram @my_shopper.id
Source: Instagram @my_shopper.id

DISCUSSION

Utilization of Instagram Features

One of the ways to do social media marketing is by using Instagram as a medium to introduce services or products being sold. The dimensions contained in social media marketing include messages, based on the results of interviews showing that @my_shopper.id uses several Instagram features to convey messages to customers. One of them is to provide information on the Instagram bio. The Instagram bio feature is an important way to attract the attention of its users, with the Instagram bio making it easier to introduce the products offered and can communicate core information to consumers (Uyun & Dwiridotjahjono, 2022). In the @my_shopper.id Instagram bio, write the domicile address, description of delivery time, telephone number that can be contacted and information regarding the name of the account owner. Giving messages to customers is also through the information given for each photo he uploads, even every day for Instagram feeds a minimum of 50 photos and Instagram stories reach 100 reviews.

"Reviews in the store, at least 50 product photos in the feed, for story 100 reviews," said Mayda in an interview with researchers.



Picture 3. Uploaded Instagram Story @my_shopper.id

Source: Instagram @my_shopper.id



Figure 4. Using Instagram Feed to Upload Products

Source: Instagram @my_shopper.id

Next is monitoring the uploads to see customer interactions on the Instagram account. One of the ways used to monitor these uploads is to view Instagram traffic, view comments, direct message on Instagram. Based on the data from the monitoring, it is assessed, namely the interpretation of customer desires for a brand, which depends on the platform used. Various branded products uploaded by @my_shopper.id of course there is one brand that is in great demand by customers, therefore it can be used for the next promotional strategy step so that many will use this surrogate service.

In the fourth dimension of social media marketing is the response, it also becomes equally important in the marketing process. Not only thinking about the content uploaded on Instagram social media, but also thinking about the response given to customers who have tried to interact with the jastip owner. Responding to customers can help increase trust in



customers. Based on the results of interviews and observations through the @my_shopper.id Instagram account, the response is given by replying to messages that come in via Instagram or to the admin, then replying to some comments on each photo or video upload. So the comment field feature on the Instagram account is very useful for marketing activities.



Figure 5. Using the Comments Feature to Respond to Customers
Source: Instagram @my_shopper.id

WrongOne other feature found on Instagram is Instagram ads, an advertising platform provided by Instagram, users can advertise on Instagram feeds or on Instagram stories. Facebook and Instagram ads emphasize visual aspects such as images and videos. Most advertisements feature a single photo, and researchers need to produce, purchase, or license the images (Kunhe & Zindel, 2020). However, the owner of @my_shopper.id does not use this feature because he has enjoyed his marketing activities by using photo uploads on the Insatgram feed, video reviews on Instagram stories, to video reels.

Instagram Content

The Instagram account jastip @my_shopper.id has some content to support marketing through Instagram. Laestadius, et al (2019) explained that an analysis of e-liquid marketing content on Instagram found that uploads had a strong emphasis on design rather than more explicit marketing strategies such as discounts or contests. Content uploaded on Instagram can certainly be of various kinds by utilizing its supporting features. One of the content that can be created on Instagram social media is photos or image illustrations. Image content can be in the form of images/videos sent coded, including depictions of eliquids, people, and the use of illustrations/cartoons (Laestadius, et al, 2019). Instagram @my_shopper.id uses photos of the products it sells at that time, whether in the form of clothes, shoes, bags, and others. Not only product photos, but also screenshots of customer testimonials who have purchased goods through jastip @my_shopper.id. Then various contents are packaged into videos, including when reviewing products. This product review is divided into several content, when reviewing clothes, the owner uses the clothes, but it's not uncommon to directly review them without having to wear them. In addition, there is a video when making



payment transactions at the store cashier until the time of packaging orders. The video content created by @my_shopper.id has been watched thousands of times, which can be seen in figure 6. This product review is divided into several content, when reviewing clothes, the owner uses the clothes, but it's not uncommon to directly review them without having to wear them. In addition, there is a video when making payment transactions at the store cashier until the time of packaging orders. The video content created by @my_shopper.id has been watched thousands of times, which can be seen in figure 6. This product review is divided into several content, when reviewing clothes, the owner uses the clothes, but it's not uncommon to directly review them without having to wear them. In addition, there is a video when making payment transactions at the store cashier until the time of packaging orders. The video content created by @my_shopper.id has been watched thousands of times, which can be seen in figure 6.

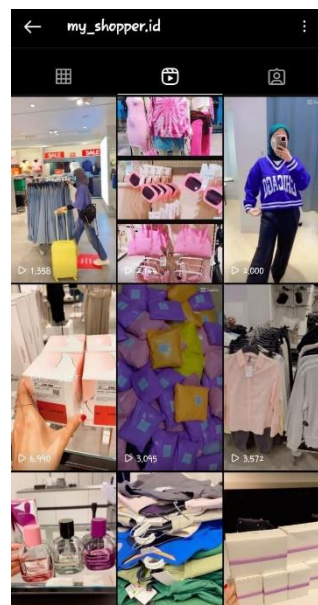


Figure 6. Various Content Packaged into Video
Source: Instagram @my_shopper.id

Advantages and Disadvantages of Using Instagram

The use of Instagram as a promotional medium certainly has its advantages and disadvantages, as felt by the owner @my_shopper.id who feels that he has the advantage after using Instagram. Based on the results of the interview, it shows that one of the benefits is that more and more people are familiar with Instagram for their courier service. This also has an impact on increasing Instagram traffic. Instagram traffic is visitors or visitors, both organic and boot, who have interacted with the owner of the Instagram account. In addition, the use of Instagram to support promotions also has other benefits, Instagram also has advantages for marketers, one of which is Instagram providing an information function, market segmentation is more focused, can be accessed at any time, communication is easier, zero-time feedback.

In addition to the advantages, it turns out that the use of Instagram as a marketing tool also has several disadvantages. Based on what Mayda said, some of the weaknesses obtained



were that many customers did not recognize the branded product, so that after the goods arrived in the hands of the customers, they even gave reviews that the goods did not meet expectations.

“Many customers from outside the region are not familiar with branded products, goods are made from stores with various styles which, according to them, sometimes do not meet expectations. But sometimes there are customers who are pretentious branded. They don't understand, even though jastip is only a service that buys products to the store,” said Mayda in an interview.

Based on the interview above, it shows that sometimes there is a misunderstanding of information received by customers, Instagram which is identical to uploading photos and videos must be really used by marketers, besides that the features in it can also be used properly so as not to cause miss information. related to creating attractive marketing content and presenting complete and clear information. Arsath (2018) shows that the disadvantages of using social media to promote one's brand, product or service can also involve trust, privacy and data security issues. Companies should be aware of these issues and take concrete steps to minimize their exposure to liability related to the collection of personal data.

CONCLUSION

The delivery service @my_shopper.id is a business model that has the potential to continue to be developed. Starting from not so many followers, then pioneered to reach twenty-nine thousand followers. Along with the development of information and communication, the delivery service @my_shopper.id utilizes Instagram as a means for marketing. Some of the uses made are by creating content in the form of photos uploaded through the Instagram feed feature. In addition to uploading videos with a fairly long duration through the Instagram reels feature, don't miss the Instagram story feature which is also used to create video content reviewing products being sold at that time. The use of Instagram as a marketing medium also has its advantages and disadvantages. The advantage felt by the owner @my_shopper.id is that traffic continues to increase, this also indicates that many know the jastip. Then the weakness is that the customer does not understand jastip, there can be miss information. Therefore, suggestions for jastip @my_shopper.id can develop Instagram marketing content to provide clear information to customers. Moreover, there are many new features on Instagram, such as reels, Instagram story filters and others to support marketing content.

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