

## THE USE OF THE INSTAGRAM APPLICATION ON KEDAI FOTOKOPI YUDISTIRA AS A MEANS OF ONLINE MARKETING COMMUNICATION

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**Abstract.** In this modern times, it can be seen that the rapid development of business is happening which results in increasingly fierce competition between companies. While on the other hand, a business not only provides products and services but also has to think about how the products and services they provide can be accepted and known by consumers. Today's marketing communication can be done anywhere and anytime, this is due to technological advances such as social media, for example. Therefore, the author conducted a study that aims to find out how the marketing strategy of Kedai Fotokopi Yudistira is through social media Instagram using The Circular Model of Some model from Regina Luttrell. The method used by the author is a qualitative approach with observation techniques, literature study and documentation. The result of this study is that Kedai Fotokopi Yudistira relies on Instagram as their main marketing tool, because Instagram users cover all segments, but most importantly, it is in accordance with the marketing target of Kedai Fotokopi Yudistira, namely the productive age group.

**Keywords:** Marketing, Online, Communication, Instagram, Coffeeshop

### RESEARCH BACKGROUND

In today's modern era, many technologies have developed over time. This can certainly make it easier for humans to carry out activities and communicate, as well as get information and news easily and quickly. One of the technological developments is social media which can connect two or more people to share information anywhere and anytime through the intermediary of an application. Of course, with the existence of social media, the community can use it to run their business as a medium to sell their products with a wider market coverage.

There are many benefits that can be obtained from social media for entrepreneurs, one of which is as a promotional medium for their products. The purpose of the promotion is to peddle to a wider range, so that indirectly it can increase potential consumers or buyers. It also makes promotional activities a marketing strategy for a company to face today's competition. The strategy must also be able to gain the trust of consumers and be precise about the target market that has been determined.

According to a statement from Bulaeng A.R (2002:33), marketing communication strategy is an important initial stage to introduce products to potential consumers, because it is related to the profits to be obtained by sellers. Communication strategies are very important to be carried out in product marketing communication both through direct marketing and online. Meanwhile, Djaslim Saladin (2001:123) said that marketing communication is an activity that shares various information that can persuade, influence and remind the target market for products and companies to be willing to accept, buy loyally to the products offered by the company concerned.

With the emergence of social media applications that support the community, especially entrepreneurs, several social media applications have been used as marketing promotion tools. One of them is Instagram, which is an application that has a feature to upload photos and videos on user

accounts and can interact with each other. It is known from data released in the January-May 2020 period by Napoleon Cat, showing that there are 69.2 million Instagram users in Indonesia. This achievement is an increase from month to month in the use of the Instagram application. The productive age group or commonly referred to as the millennial generation, which is in the range of 18-34 years, is the dominant group of Instagram users in Indonesia. The millennial generation is also known to be the most consumptive than other generations. Instagram is also ranked third in the most popular social media category in Indonesia in 2020-2021 with the number of users reaching 88%. This figure is based on the results of a survey conducted by GWI in the third quarter of 2020, quoted from the Beritasatu.com page. According to a statement from Knibbs, an Instagram account from a company that has interesting photo and video uploads, has a better chance of getting good feedback. So from this, marketing and promotion practices will have great potential. From the above statements, it can be concluded that the Instagram application has the potential to be used as a promotional medium for a product, service or branding.

Instagram has many features that can be used as a marketing medium, but the main one is the feed and story features, each of which has its own advantages. In the feed feature, users can upload photos and videos with a total of a maximum of 10 pages. Coupled with the provision of attractive captions and also hashtags that can reach a wider market. As for the story, it is almost the same as the feed but limited in its airtime, which is only 24 hours. The good thing is that both provide a comment column to interact with each other between account users and their followers.

One of the cafes that uses Instagram social media today as a business account and promotional media is Kedai Kopi Yudistira, a minimalist café located in Semarang City.

As a newcomer in this field, the problem currently faced by the Kedai Fotokopi Yudistira is how to determine the strategy in dealing with competitors, namely various coffee shops in the city of Semarang which are now starting to emerge a lot, thus requiring the Yudistira Photoshop to make its company a coffee shop that can be trusted and gain loyalty from consumers. This is certainly related to the data on the Instagram account of Kedai Kopi Yudistira which has a total of 1,110 followers and 180 posts that have a modern concept. Kedai Kopi Yudistira only uses Instagram social media as their marketing medium, so that its use can be more focused and its use can be optimized as best as possible, which is in accordance with the data insight data of increasing the number of their followers in a period of one month. However, the drawback is that it can be seen that there is still little interaction with consumers through the comment feature on posts. Based on the discussion above, the problem to be discussed in this study is "How is the marketing communication strategy of Kedai Fotokopi Yudistira through Instagram social media in the face of business competition".

## REVIEW OF RELATED LITERATURE

### Previous research

1. In the research of Diana Fitri Kusuma and Mohamad Syahriar Sugandi (2018) on the Strategy of Utilizing Instagram as a Digital Marketing Communication Media conducted by Dino Donuts, using a qualitative descriptive method with data collection methods from documentation, literature studies and interviews. The purpose of the study was to discuss how Dino Donuts pursued a strategy to use Instagram as their digital marketing communication medium. The results of the study show that the planning of the use of Instagram that Dino Donuts does is by analyzing the audience, determining goals, developing activities or plans for the achievement of the goal of analyzing problems, selecting communication channels and media. The difference is that the researcher uses the application of the SOME concept (Sharing, Optimize, Manage, and Engage), while the previous researcher used the application of the concept that he made himself, and the focus of this research is on a café, while the previous research was on an outlet.
2. In the research of Muhammad Rifqi Aliansyah and Dini Salmiyah Fithrah Ali (2017) on Marketing Communication Strategy through Instagram Media (Forever Young Crew Case Study), using a descriptive qualitative approach method and using the constructivism paradigm. The purpose of the study is to see how Forever Young Crew uses Instagram social media as an effort to communicate marketing strategies by delivering promotional information so that it can be conveyed to the public. The results of the study can be seen that Forever Young Crew uses various communication strategies such as the application of SOSTAC (Situation, Objective, Strategy, Tactics, Action and Controlling), then conveys promotional messages by utilizing Instagram social media and their various products in visual form. The difference is that the researcher uses the application of the SOME concept (Sharing, Optimize, Manage, and Engage), while the previous researcher used the application of the SOSTAC concept (Situation, Objective, Strategy, Tactics, Action and Controlling), and the focus of this research is on a café, while the previous research was on shoe production.
3. In the research of Gabriela Medeline and Eko Harry Susanto (2019) on the Selection and Utilization of Instagram Social Media as Marketing Communication for Ascenta Tour, using a descriptive qualitative method method by collecting data from documentation, interviews, online data searches and observations. The purpose of the study is to discuss how Ascenta Tour is in terms of social media selection, various types of content selected and social media promotions used. The results of the study are known that Ascenta Tour uses Instagram because it is an effective medium, advertising promotion with the use of paid promotion, content creation can be made in various variations so it becomes more interesting. The difference is that the focus of the researcher's discussion is broader and is in the café, while the previous researcher focused the discussion on paid promotion and was in the travel agency.

## Marketing Communications

4. Marketing communication can be interpreted as an activity that conveys messages to customers and consumers carried out by a company. This aims to get a result from a product. The purpose of communication in marketing activities is so that strategic planning can be successful or achieved according to what has been planned. Marketing activities can run well if there is effective communication. According to Tjiptono (2008), marketing communication is a marketing activity that seeks to disseminate information, persuade, remind, influence, the target of the product and the company so that they are willing to accept, buy and be loyal to the product offered.
5. The basic definition of marketing communication is the management process in which the organization enters to be able to communicate to various elements of the audience. Marketing communication is a promotion from an organization about what is offered and in order to be able to give a meaning about the action in the marketing process that will have an impact on consumer thinking.

## Marketing Concept

In the marketing communication process, at least a marketing concept is needed. According to Kotler in Aprilya (2017), it is known that there are as many as four functions of the marketing concept which are also known as the 4Ps (product, place, price, promotion). The following is an explanation of the 4P concept:

### 1. *Product (Produk)*

A product is an object or service that will later be offered to the market which aims to be seen and used to meet the wants and needs of a person or a group. Products include various types, features, quality, brand names, designs, sizes, services and packaging.

### 2. *Price (Harga)*

Price is a nominal determination of money that consumers must pay if they want to buy a product or to exchange ownership rights for the product. The price consists of the final price, allowances, discounts or discounts, retail prices, credit terms, as well as payment periods.

### 3. *Place (Tempat)*

In general, a place is interpreted as a location or room that is useful and to make it easier for consumers to reach out in obtaining products, so that the location or place is better if it is strategic because in making products that will later be sold can be available and affordable in the market. The place also includes elements of channels, assortment, coverage, location, transportation and inventory.

### 4. *Promotion (Promosi)*

Marketing activities in sharing compelling and persuasive data about products sold by manufacturers or sellers. These activities can be carried out directly or through intermediaries who can influence purchases. The purpose of promotion is to attract and identify new consumers, increase the number of consumers, motivate consumers to buy and choose the products offered, inform the existence of new products, invite consumers to visit the place or location of product sales, inform consumers about the development and improvement of the quality of the products offered.

The review of the theory above, which is related to the title to be discussed and is also a continuation of the explanation of 'marketing communication'. The place studied is a café, which of course sells products and their prices, has a building, and of course requires promotions to support these elements. Therefore, at this point the meaning of each element which will later be interconnected is explained.

### **Definition of Strategy**

The definition of strategy according to Stoner, Freeman, and Gilbert, Jr. (1995) in Tjiptono (2008) is interpreted into two different perspectives, namely from the perspective from which the organization wants to do, namely strategy can be defined as a program to determine and achieve an organization's goals and be able to implement its mission, and the second from the perspective of what the organization is ultimately doing, namely the strategy, defined as an organization's response or pattern of response to its environment. From these two perspectives, it can be defined as a pattern of response or response of the organization to its environment. The aspects of marketing communication strategy according to Kotler are divided into five parts, namely:

1. Advertising, is mass communication and must attract awareness, expect a beneficial action for advertisers, develop attitudes and instill information. An advertisement is used by a communicator in providing information to the public with a specific purpose. An example is inviting and influencing the public to follow what is displayed in the advertisement and to provide information.
2. Sales Promotion, is a non-media and media marketing effort to attract consumer interest, improve product quality and increase demand from consumers. Marketing efforts through this sales promotion are carried out in the short term. Examples are sample products, demonstrations, demonstrations, price coupons, shows and exhibitions, and all short-term incentives that can influence consumers to buy and try a product or service.
3. Public Relations, namely by handling or dealing with rumors, news and unpleasant events, building a good corporate image and building good relations with the community to achieve publicity as targeted.
4. Personal Sales, is a direct interaction that occurs with potential or customers to be able to satisfy their needs. With these private sales, the company has dealt directly with them to try to provide information about a product as well as directly influence them to buy.
5. Direct Marketing, is a direct relationship with individual consumers that is carefully targeted to get an immediate response and build lasting customer relationships. Examples include the use of the internet, telephone, direct mail, e-mail, direct response television, or other means of communicating with consumers.

The review of the theory above, which is related to the title to be discussed because it is the basis of the research, explains the meaning of 'strategy' along with some of its aspects where it will be related to promotional activities. These aspects will later be a detailed picture of how the promotion will be carried out.

### **Social Media**

With the existence of social media, it can provide various benefits for producers in knowing the consumers who are their target in their habits and can interact in one or two directions, and can create

good and deeper relationships. Social media can be interpreted as a practice, activity, or habit among communities that negotiate online in spreading opinions, knowledge, and information through a web-based application that can be used to create and share content in the form of images, videos, audio, and word structures.

From this, Regina Luttrell created a concept that aims to make it easier for social media practitioners to carry out a communication plan on social media, the model is called The Circular Model of Some and there are four aspects in it, namely Sharing, Optimize, Manage, and Engage which directs practitioners to develop good strategies. The following is an explanation of the concept of the model:

1. *Share*: To find out where the company's potential customers are, what kind of network they use, where the company should share content. This is very important and useful for social media practitioners in recognizing and knowing where and how their consumers interact, so that it becomes an opportunity for companies to establish relationships, give trust and identify things that can be channels for the right interaction.
2. *Optimize*: It is useful to know the problems that must be addressed, what kind of content and how to share, whether the company has someone who can influence the existence and attract the audience, and by optimizing every feedback from consumers is also important because a good communication plan can have a good impact on the brand. message, and also the value in the company.
3. *Manage*: To find out what are the appropriate and relevant messages from consumers that the company must manage, measure and monitor for the future because by setting up a media management system where the company can continue to follow developments from the outside, respond to consumers directly or indirectly, monitor the interaction relationship between the company and consumers, so that from this the company can measure and describe the value of the various efforts that have been made and get recap for the solution.
4. *Engage*: To find out who the company should involve and how, such as what the company wants consumers to take action on the content that has been created and shared. Developing an engagement strategy is not an easy task, but it is very useful for companies to know the benefits of building relationships that can be built with their consumers.

The review of the theory above, which is related to the title to be discussed because it is related to the Instagram application which is part of a social media, therefore in this theory the intention of the root is explained in order to know the function of Instagram itself which will later be related to marketing strategies.

## RESEARCH METHOD

This research uses a qualitative approach that is descriptive. This research aims to explore the facts about the use of the Instagram application at the Kedai Fotokopi Yudistira as a means of online marketing communication. The information obtained will be described in accordance with the reality in the field and presented in the form of words or sentences then a conclusion is drawn. The data collection techniques used are observation, literature study and documentation.

## RESULTS AND DISCUSSION

The results of the research will be presented and analyzed regarding the marketing communication strategy of Kedai Fotokopi Yudistira through Instagram social media. In this study, observations were made on Instagram social media where the researcher emphasized the results of the research on the marketing communication strategy of Kedai Fotokopi Yudistira through Instagram social media (@fotokopi.idn). In the process of processing and analyzing data, the author uses the concept from Regina Luttrell, namely The Circular Model of Some because it is quite known to provide convenience in marketing for social media practitioners. In this case, the researcher will divide into several aspects of the research results based on the identification of problems in this study.

### Marketing Communication Patterns

The communication pattern used by Kedai Fotokopi Yudistira is The Circular Model of Some. Some examples of the use of this method are:

1. *Share*: The background of why Kedai Kopi Yudistira uses Instagram more, namely because previously Kedai Kopi Yudistira used other social media accounts to do promotions, but the social media is no longer used because the number of enthusiasts is starting to decrease so that now it is only actively using Instagram social media because it has more enthusiasts from various walks of life and is easy to use and access. The target market of the Kedai Fotokopi Yudistira covers all segments, but in its marketing on Instagram it refers more to targeting the productive age group, because the use of Instagram is quite widely used by these people who are very active on various social media. This can be seen from their insights which show 34.6% at the age of 18-24 years and 44.4% at the age of 25-34 years. Kedai Fotokopi Yudistira as a producer in building the trust of its consumers applies efforts, namely by creating various content that can generate consumer trust in Yudistira Photoshop, for example by re-uploading content uploaded by consumers who visit the café, uploading photos and videos of events and activities at the Yudistira Photoshop, both ongoing and already.
2. *Optimize*: Starting from small things, namely by using the biography feature on the main profile so that marketing activities on Instagram can be optimized, including the address of the café location, as well as a link that includes a customer service phone number, menu, and directions to the online delivery homepage. Likewise, ensuring the quality of food and drink photos is clear and good in terms of taking angles and colors so that it is appetizing for those who see and increases interest in coming and trying the existing menu.

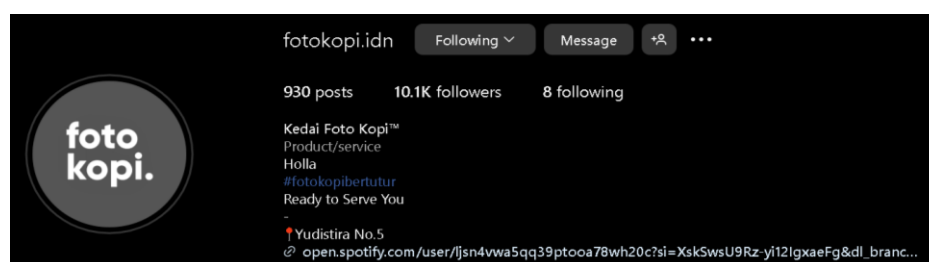
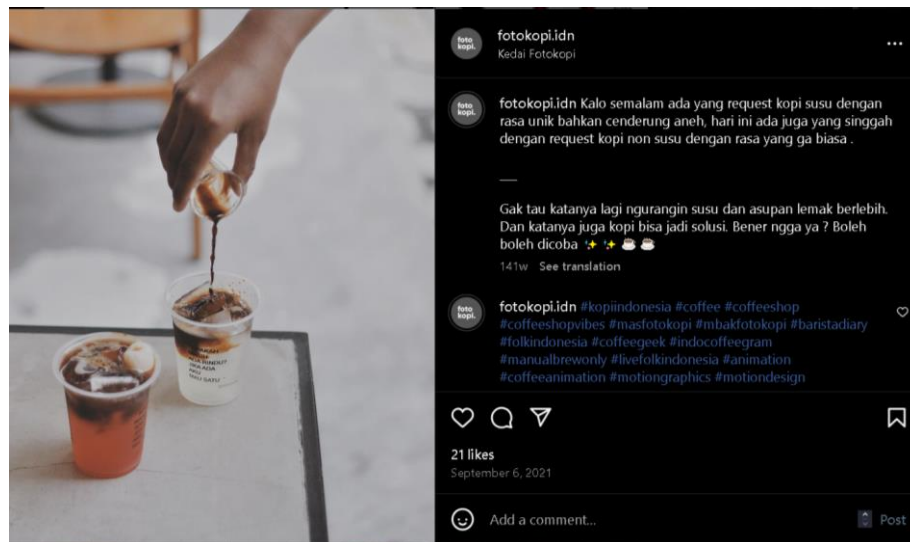


Figure 1 Account Profile Biography



**Figure 2** Clear Product Photos and Info Descriptions

Using the concept of brand image by adding a watermark to every photo or video uploaded and installing an Instagram profile photo with the official logo of the Kedai Fotokopi Yudistira. These things aim to make consumers familiar and know the Kedai Fotokopi Yudistira in terms of visuals. In optimizing content on Instagram, captions must be adjusted to the photo to be uploaded to attract the interest of consumers.

3. *Manage*: At the monitoring stage, Kedai Fotokopi Yudistira uses the Instagram insight feature. The monitoring media used include impressions, top posts, interactions, top gender, location, age, and followers. This feature is used by Kedai Kopi Yudistira to recognize what posts are getting the most attention and likes, as well as the gender and age range that follow Kedai Kopi Yudistira's Instagram. In the evaluation stage, Kedai Kopi Yudistira uses the Instagram insight feature to identify potential consumers, what kind of post models they like, see the number of profile visits, the age range they follow, and the average time followers access Instagram. In the results of the evaluation, Kedai Kopi Yudistira made these things a material for study and consideration in planning to update the content that is of the most interest from the results of monitoring insights and further improvements.
4. *Engage*: Audience, Kedai Kopi Yudistira always strives to establish and maintain good relationships with customers and followers on Instagram by holding several activities (events) to maintain engagement with its consumers. One example is celebrating International Women's Day by attracting four types of products that have 'female' characteristics from small entrepreneurs in Semarang and the result is that both parties benefit from getting customers and adding input. In addition, the feature that has the most advantage in engagement that attracts interaction with followers is the QnA feature or Q&A in the story, such as asking a light question that can be answered by all its followers where Kedai Kopi Yudistira relies on this feature as a fairly effective strategy to increase interaction between Kedai Kopi Yudistira and its followers and can also be used at any time to conduct evaluations or adding new ideas in the development of the products and services offered.



## CONCLUSION

Based on the results of the writing that has been researched by the author, it can be concluded that:

1. The Share process in the Instagram communication planning that has been carried out by the Kedai Fotokopi Yudistira is due to the need for the use of Kedai Fotokopi Yudistira's marketing promotion tools, namely by relying on Instagram social media. This is because the majority of Instagram users are in the productive age group which is in accordance with the current target market of Yudistira Photoshop. In addition, Kedai Fotokopi Yudistira also has plans to carry out a broader marketing strategy, including preparing content and activities to be held in order to build consumer trust that will later attract them.
2. The Optimize Process at Kedai Fotokopi Yudistira in Instagram media marketing has actually met the standards because it has taken advantage of several existing features so that it can be easily reached by the audience, but it is still not too optimal in its use as the main promotional medium because there has been no management to activate online delivery after the menu overhaul and has not been further edited and also the appearance of the menu has not been updated.
3. The Manage process in the Instagram communication planning strategy carried out by Kedai Kopi Yudistira is monitoring by utilizing Instagram insights which in this case is quite optimal and good in its implementation, namely it can be better known what kind of content is liked and needed more so that the target can be obtained.
4. The Engage process carried out by Kedai kopi Yudistira is still not too optimal, because the content shared by Kedai Kopi Yudistira is still not intensive, as seen from the number of comments from its followers, but the number of followers continues to increase every day and there are still few people who are aware of the events or activities held by Kedai Kopi Yudistira.

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