



Optimizing Instagram for Brand Communication and Customer Engagement

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Abstract. Social media marketing communication strategy is a strategy that uses social media as a tool to promote or introduce a product and service to the public online. This strategy has been widely used by several fashion businesses. This study aims to determine the account promotion activities of @reabayaku in increasing sales. The method used is descriptive qualitative method. The results of this study indicate that there is a marketing communication strategy that advances the marketing communication mix by implementing 7P, namely: Product, Price, Promotion, Place, People, Process, and Physical Evidence. And other factors in the promotional activities of the @reabayaku account which cannot be separated from the use of existing features on Instagram, the neat arrangement of Instagram feeds based on topics, the use of templates themselves can make the product more attractive and the choice of a photo and post.

Keywords: communication strategy, marketing, instagram, @reabayaku

1 Introduction

Marketing communication is a process of planning and implementing, conceptualizing, pricing, promoting, and distributing an idea, product, and services to create individual and corporate goals.[1] Marketing communication can also be stated as communication activities that aim to convey messages to consumers using media methods.[2] So that a communication can produce changes in knowledge, changes in attitudes, and changes in desired actions. The marketing communication mix (referred to as the promotion mix) consists of five main tools, namely advertising, sales promotion, publicity, direct marketing and personal selling. [3]

The concept of marketing communications planning is widely recognized to add value to a plan that can evaluate the strategic role of various communication disciplines, for example from advertising, direct response from consumers, sales promotion, and public relations to combine these various disciplines to provide maximum clarity and communication.[4] Social media as an internet-based application tool that builds on ideologies and web technologies that allow you to shape and change content. [5]

The development of technology is now very rapid in everyday life. Information and communication, which is currently in the era of globalization, has changed the way of learning from oral tradition to digital tradition for the development of the business world.[6] Currently it can be seen in the Instagram application that so many users and enthusiasts are interested in making sales. For example in businesses engaged in fashion. These business people are very ambitious to compete and maintain their business to stay strong in the world of competition. In a marketing strategy, making consumers loyal and increasing sales is the goal of a company. [7]

Fashion is something that is being hit to express fashion and style that is very easy to get by all circles. With the development of fashion, everyone is competing to update their style or style of dress to make it look more attractive.[8] Fashion styles that were once considered backward, have now been reversed into action for designers to make an innovation, and one of them is the type of Muslim clothing that is currently being used by people as OOTD (Outfit Of The Day). OOTD is a style of clothing and accessories worn on that day.

Instagram is a media that provides an easy way to share photos, videos online, and also a social networking service that users can use to take and share with their friends. Instagram has now become the social media with the largest increase in the number of active users.[9] According to a report from Napoleon Cat, there were 91.01 million Instagram users in Indonesia in October 2021. This number is down 7.81% compared to August 2021, whose users could reach 98.06 million.[10] According to Rama Kertamukti, the name Instagram comes from "Insta" and "Gram", where the meaning of Insta comes from the word Instant and Gram which comes from telegram which can be concluded from the name means informing or sharing photos with others quickly.[11] Here are some features that exist on Instagram:

1. Followers and Following
With this feature, followers and those who follow can communicate with each other by giving likes and commenting on uploaded photos.
2. Uploading Photos and Videos with Caption
Instagram is an application for uploading photos and videos. Uploaded photos are only limited to 10 photos, while videos are only 1 minute long. Users can also add captions to apply the photos and videos they upload.
3. Camera
Photos that have been taken via the Instagram app can be saved in the gallery. The function of this camera is to upload photos directly without being edited by other applications.
4. Effects (Filters)
The initial version of the Instagram app did not have an effects feature, but now there is an effects feature to make it easier for users to apply effects to their posts.
5. Photo Labels (Hashtags)
A code which makes it easier for users to search for photos using hastags.
6. Like Marks
Instagram has this feature that serves as a sign that other users like the photo posted.
7. Instastory
It stands for "Instagram Stories" where users can upload photos or videos within 24 hours and will be deleted by itself.
8. Photo Archive
This feature is tantamount to a private album. Which means that users can share photos and videos that can be seen by the user himself.
9. Closefriend.
In this feature, users can only share their photos or videos only with certain friends chosen by the user.
10. Live Broadcast
This feature allows users to perform live video broadcasts that can be accessed by other followers.
11. IG TV
Allows users to upload videos that are longer than one minute, but are not saved in the upload profile feed.[12]

ABAYAKU brand is a Muslim fashion brand produced by a Muslim woman Renada Kiska. Where this product is designed by herself with a very unique design, such as: the shape of the clothes added with beads or sequins, and the shape of the clothes that adjust to the size of the clothes. Renada Kiska is so creative in designing the gamis that she will sell. Renada Kiska is also very careful in choosing colors for today's youth trends. ABAYAKU is included in a brand that utilizes online media which is used in marketing by ABAYAKU is an Instagram application.

2 Research Methods

This research uses qualitative research. Where qualitative research is a method that focuses on observations that can produce a phenomenon and without any non-numerical calculations. This approach can assess the marketing communication strategy implemented by the @reabayaku account in increasing product sales through promotional activities on Instagram.

The informant for this research interview is an admin of the @reabayaku account. The interview was conducted in-depth informally. The questions asked are spontaneous based on what is seen, heard, or felt.[13]

3 Results and Discussion

The results of the semiotic analysis of the Ms Glow For Men advertisement by Babe Cabita and Marsel Widiyanto analyzed the meaning of the hashtag #SemuaJugaBisa which consists of 8 scenes with 14 images. The advertisement contains images, settings, and dialog that are described in detail with Charles Sanders Peirce's semiotics which consists of signs (signs), objects (objects), and interpretants (interpretants). The account of @reabayaku is the business of a brand ABAYAKU. ABAYAKU brand is a Muslim clothing brand produced by a Muslim woman Renada Kiska. Where this product is designed by herself with a very unique design, such as: the shape of the clothes that are added with beads or sequins, and the shape of the clothes that adjust to the size of the clothes. Renada Kiska is so creative in designing the gamis that she will sell. Renada Kiska is also very careful in choosing colors for today's youth trends. ABAYAKU is included in a brand that utilizes online media which is used in marketing by ABAYAKU is an Instagram application.

Before creating a marketing communication strategy, ABAYAKU determines segmentation, targets, posts, and market differentiation which aims for what strategies will be carried out to carry out a promotion on Instagram social media. For the post formed by ABAYAKU in its promotional activities is a slogan, namely "Make an Angel Jealous with the Gracefulness of Your Clothing" which means that consumers feel that if they wear this product they can look elegant and sweet like angels in cartoon films in general. As for differentiation, it comes from the uniqueness of the gamis product design.

There are 7Ps in the marketing mix carried out by this ABAYAKU Brand:

1. Product.

ABAYAKU products are fashion clothing for Muslim women in the form of gamis and tunics by focusing on a unique design, very comfortable material to wear, and excellent

quality. The strength of this product is that they provide several sizes for the needs of their customers.

2. Price.

The price of Brand ABAYAKU is of course adjusted to the quality and size of the product.

3. Place / Distribution Channels (Place).

Sales conducted by Brand ABAYAKU are online. They use Instagram-based social media. Consumers can visit the @reabayaku account and can see what products and gamis models they sell. They also use the @reecatalog account to make it easier for consumers to see the details of the products being sold. ABAYAKU also lists on its Instagram Bio for further orders.

4. Promotion.

Brand ABAYAKU focuses on marketing its products on Instagram. According to him, it is more cost-effective and very practical to attract and facilitate consumers to dig up information about products or the existence of @reabayaku. This ABAYAKU brand uses very interesting ways for its promotional activities. The inner element used in this @reabayaku account is Promotion Mix. Where they upload photos or videos of their products. The photos and videos uploaded are in the form of realpics or you can say that the products sold are the same and the product details are clearly visible. And in terms of its profile, the @reabayaku account is able to maintain feed colors and themes that are aligned in each post.

They also use features from Instagram such as reels, instastory, reposts and consumer tags. So that consumers who have bought their products can attract other consumers not to hesitate to buy their products.

5. People.

The people referred to in the sale of Brand ABAYAKU are the human resources (HR) employed by this brand to produce a good quality product, good for marketing to consumers. In recruiting employees, Brand ABAYAKU is very careful in choosing all the employees who will be hired. Because marketing products in the form of clothes sometimes consumers complain about the details of the stitches. And do not forget for the sake of safety, Brand ABAYAKU also applies to comply with the SOP that has been determined in carrying out a production activity.

6. Process.

Process is usually synonymous with time efficiency and convenience. For consumers in general, it always improves a fast and uncomplicated process. Therefore, Brand ABAYAKU processes orders to consumers by providing information on the existence of goods or stock through the web listed.

7. Physical Evidence.

Physical Evidence is the environment, color, layout and additional facilities related to the appearance of a product offered. Brand ABAYAKU offers its products in the form of photo or video posts with realpict conditions. The packaging for the product is also neatly arranged and the folds of the clothes are very customized so that consumers feel comfortable when receiving the goods that have been purchased.[14]

4 Conclusion

It can be concluded that the marketing communication strategy to increase promotional sales on the @rebayaku Instagram account is to carry out several stages, namely:

1. Brand ABAYAKU first explores segmentation, targeting, positioning, and differentiation to become a reference in marketing and determining its market.
2. The @reabayaku account communication strategy is to use a marketing communication mix that applies 7P: Product, Price, Promotion, Place, People, Process, and Physical Evidence).[15]
3. There are several factors found to market their products in promotion through social media instagram, namely: using instagram features, feeds that are arranged very neatly, and the use of models and the selection of product photos that are very clean and neat.

Researchers give some advice to the @reabayaku account to add admins or employees who are hired to manage and market their products through Instagram in order to maximize the features in the Instagram application which are very helpful in a business. In addition, researchers also provide suggestions for employees who record the financial part aimed at the results of product sales on social media to make it easier for the owner himself to handle the right strategy in promoting his products. .

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