



Utilizing Instagram as a Promotional Platform for Lovrinz Publishing on Instagram Account

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Abstract. This research aims to find out how to use Instagram as a promotional media. This research is based on the theory of promotion mix. This research was conducted by means of qualitative research by interviewing and analyzing the results of Instagram uploads and the number of books successfully printed each year then compared with previous research. The strategy uses Instagram as personal selling, human relations and personal selling through testimonials and content. Using Instagram proved to be very effective.

Keywords : instagram, promotion, strategy, lovrin

1 Introduction

This advancement in technology and information encourages business people to use social media as a means of exchanging information, including on business ventures. One of the most popular social media that is widely used by the community as a promotional media is Instagram. Instagram is set to be the fourth most used social media application in 2022 after WhatsApp based on the WeAreSocial.net survey. Even Indonesia itself is recorded as having the fourth largest Instagram social media user in the world. According to data from Napoleon Cat, the number of Instagram users from Indonesia in January 2022 amounted to around 99.1 million people. Where the majority of users come from women as much as 52.3% [1]. Social media is a means or container to accommodate various information and can be seen from all audiences. The use of social media can share photos, channel hobbies, add insight, even find and add friends. The use of social media can also exchange information, interact, send messages to each other, and establish relationships with other users with the same profession [2][3].

The use of Instagram in the business world has been widely used. One study showed that the use of Instagram by small and medium business traders with more than 10,000 thousand followers. Instagram is a newspaper that encourages the author to conduct research related to the strategy of utilizing Instagram as a promotional media. In this study, the results showed that the information provided by the content could attract target buyers due to the concise and [4][5] content delivery. One of the businesses that has spread in Indonesia is the novel business, one of which is carried out by Lovrinz Publisher.

Previous research conducted by puspitarini in 2019 shows that the promotional activities carried out on the @hglhouse Instagram account are in the form of strategic steps such as instagram ads, discounts, giveaways, reposting consumer testimonials on insta story, a collection of photos on instagram feeds, including distinctive characters. This character is supported by content that always uses colorful photo backgrounds, attractive properties and also positive sentences that are always included in each upload. In addition, active promotion is

based on the reason that Instagram has practicality and provides benefits to sales, namely only by uploading photos or videos of products to an Instagram account, then the photos are seen by consumers and consumers are interested in buying. The advantage of Instagram is that the number of users is very large and continues to increase, making it easier to spread messages [6]. Other studies also show the same results that the results of previous studies show that by utilizing social media Instagram is able to lead media users to visit the market in the form of Instagram. Along with the growing use of the internet, businesses that utilize the Instagram social network as a promotional medium, have a positive impact, namely an increase in the amount of revenue after using Instagram over time. However, it requires the ability of Instagram users of the business account in question. The role of promotion is to communicate with individuals, groups or organizations, helping directly or indirectly to facilitate exchange by encouraging one of the subjects (or several) to accept (buy) products produced by an organization promotion mix according to Kotler and Armstrong, also known as the company's marketing communication mix, is a special mix of advertising, sales promotion, public relations, and sales, personal customer and direct marketing tools that companies use to effectively communicate customer value, persuade, and build customer relationships [7].

Instagram is visually oriented with a strong focus; photos and short videos are the most commonly used content on Instagram. Unlike users on other social media, Instagram users are driven by social interaction with higher interaction rates and good brands found among users. The high level of interaction allows testimonials to circulate and builds a strong community of contributing fans so that social media promotion in the sector is achieved." [8][9] Lovrinz Publisher is one of the companies that utilizes social media as a means of promoting its products. The publisher was established on September 19, 2014. Lovrinz Publisher was originally established in Malang City and also published books about romance fiction, at the beginning of its establishment it only consisted of 2 employees but in 2021 Lovrinz Publisher moved to Cirebon City and changed course by publishing books in the genres of romance, comedy, fantasy and horror. Lovrinz Publisher accepts manuscripts in the form of novels, short story collections, lyrical prose, and *senandika* for children, teenagers, and young adult readers. It also welcomes manuscript submissions from Indie writers, writers who are not involved in contracts and work rules, and can submit as many manuscripts as possible. Lovrinz Publisher has one best-selling book that is currently working on the filming process of a movie directed by Falcon Pictures entitled *Tulisan Sastra* [10].

2 Research Methods

This type of research is descriptive qualitative research is a method that aims to create a picture or descriptive of a situation objectively using a description combined with a theoretical basis and interpretation of the theory and its appearance and results. This type of research is qualitative using descriptive observational research design. Research is used to see a picture of the phenomenon, the description of activities is carried out systematically and emphasizes more on a theory to reach the conclusion stage. Observational research is research that does not manipulate or intervene in research subjects. This research only makes observations (observations) on research subjects. As well as conducting a review of the theoretical basis that has been read so that new theories and perspectives can be developed. In addition, interviews are used so that the data obtained has better results. Using the descriptive method means that the researcher analyzes the evidence along with the literature collected in the form of data from

the internet, comparison with previous research, interpretation of the data and the appearance and results in the form of sentences only and reinforced interviews. The interview data can be obtained based on correspondents who have read lovrinz and followed lovrinz's Instagram account as well as related documents on the amount of printing and documentation in the form of notes, photos, video tapes, data, personal documents notes or memos and other official documents.

Primary data in this study are the results of interviews with lovrinz employees and Instagram feeds from lovrinz. In this study, the informants chosen were employees in the employee section who knew about the strategy of using Instagram such as the owner, marketing team, Instagram admin and manager. The four criteria were chosen because they have the capability to use Instagram as a promotional medium as well as the subject of research. While the object of research is Instagram from lovrinz publishing along with Instagram content and feeds.

3 Results and Discussion

Lovrinz Company is a company that works in the field of book publishing established since 2014. This company was started by a person named Rina. In the beginning, the company was established in a room and was only carried out by Rina and her husband in 2014, and gradually the company became a large company. The company also uses Instagram as a promotional medium. The screenshot on Instagram is shown in Figure 1 below.



Fig. 1. Publisher lovrinz's instagram account

In its development, the company has been trusted by many people as a publisher. The company has printed various works of both individuals and groups. Thus, this company has been able to provide quite good service for 8 years. An example of a good rating from this company is shown in Figure 2 below. The figure shows that customers are satisfied with the book publishing carried out by the lovrinz printing company. 3 people claimed to be satisfied with the services provided by lovrinz publishers.



Fig. 2. Testimonials of lovrinz readers/consumers (1)

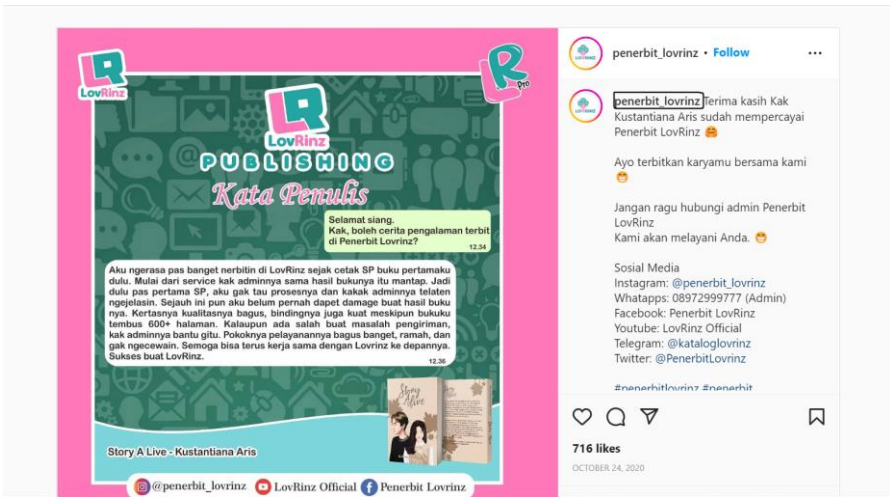


Fig. 3. Lovrinz reader/consumer testimonials (2)

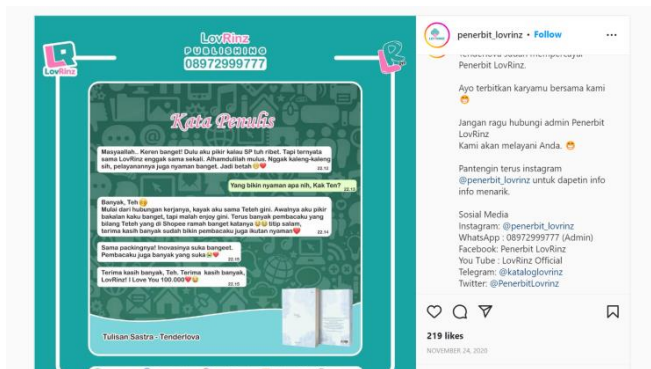


Fig. 4. Lovrinz reader/consumer testimonials (3)

From the results of more in-depth interviews with employees, it was found that Instagram is used for promotional media and is important in promotional media. All respondents who are employees give a rating of 3-5 regarding how often Instagram is used. From this it can be seen that the intensity of using Instagram as a promotional media is the key to determining the use of Instagram.

Other interview results show that Instagram media is an important key in communication media. These employees recognize that using Instagram as a communication medium with attractive and informative features has a positive impact on the company. Based on these results, it can be analyzed that the informative content of Instagram is a way to utilize Instagram as a promotional media.

In addition, in an in-depth interview, the researcher found that the publishing content is carried out by providing information on Instagram, thus Instagram is used as a promotional medium. The book publishing process in this study begins with the author contacting the admin first. Then the admin will notify the publishing package. After that, the manuscript of the book will be sent and sent to email. Then, the incoming manuscript will be made an invoice and receive regular information. Figure 1, figure 2, figure 3, and figure 4 are the publishing process.

From all the results of these interviews, it was found that the use of Instagram features was very strategic in attracting consumers to visit the publishing page. From the results of the interview it was also found that Instagram had a big influence on the promotional results of this work. Promotion in this way is considered very effective. However, it is not so effective because it requires promotional techniques in other ways such as offline promotions, putting up posters and so on.

The data from this study were obtained by conducting observations and interviews with employees from lovrinz publishing. The results of the observation were carried out by analyzing the results of lovrinz publications during the period from 2016-2022 along with the number of posts from Instagram during that period. Based on this amount, a rough calculation of the comparison of the number of Instagram uploads to the number of novel productions recorded by the National Library can be taken. Figure 1 shows the number of instagram uploads during 2016. And the first upload is shown in Figure 5 in 2016.

By doing simple calculations, it is found that the average Instagram upload from lovrinz publishers is 2685 is 447 per year. This is in accordance with in-depth interviews with 2 promotion teams from Instagram to post at least 3 per month to attract an audience. Meanwhile, for printed books recorded by the National Library continues to increase from 2017 to 2019.

The highest increase occurred in 2021 where the amount of production increased to 1195. The number of production increases is a sign of an increase in demand. Thus, Instagram uploads have an influence on demand from lovrinz publishing.

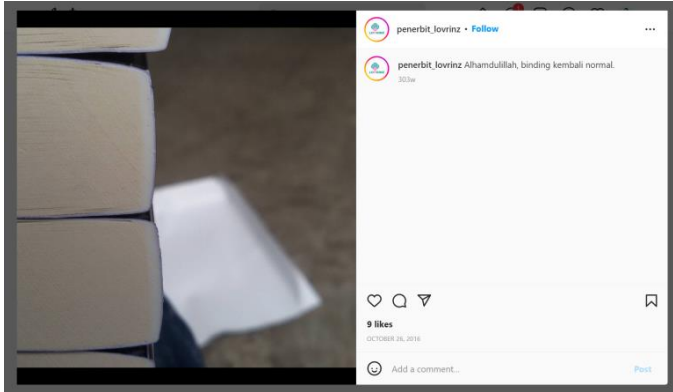


Fig. 5. Lovrinz's first post

3.1. Discussion

The results of this final project research illustrate that the lovrinz printing company has used Instagram as a promotional medium. The utilization of this Instagram account has been considered quite strategically good. The results of a simple analysis show that Instagram is used as an online promotional media, communication media and personal selling media. In addition, the number of Instagram uploads is able to increase the number of requests from year to year. Data from Perpunas shows the number of printed process books recorded by Perpunas was 397 in 2017, then 465 in 2018, 559 in 2019.

However, the number of book printing has decreased in 2020. This happened due to the impact of the 2019 covid pandemic outbreak. Where at that time all sectors were temporarily closed. This year only 565 books were printed compared to the previous year. Until 2021 and 2022 experienced a significant increase in the number to 796 and 1535.

Based on this analysis, it is found that the amount of increase is due to good Instagram management. This management system utilizes an endorsement system with testimonials as in sub chapter 3.1. This is in accordance with the personal selling promotion mix technique. These positive testimonials are able to encourage customers to continue using the services of lovrinz printing. Apart from paying attention to the testimonial system, the admin also pays attention to aspects in the form of Instagram captions. The captions that are made are persuasive and interesting enough to attract consumers. An example of the caption is shown in Figure 3.

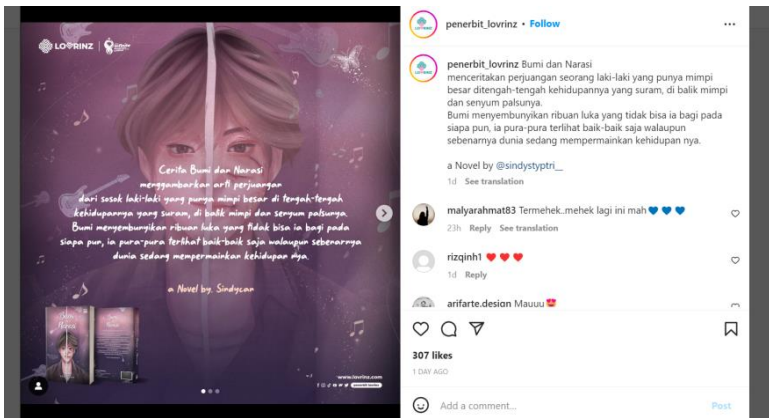


Fig. 6. Influential lovrinz captions, likes, and views.

Apart from the caption, another thing that also matters is the number of likes. The lowest number of likes and views is 105 and the highest is 307. Based on research conducted by Fitri in 2018, it shows that likes are a special factor, so that the number of likes makes virtual consumers more curious and from this curiosity makes people more interested in using these services. The number of views of the reels feature in the form of a short video is 2307 x views. Based on this analysis, the use of Instagram publisher lovrinz is quite strategic and has succeeded in attracting the interest of readers. The above analysis also provides that the number of enthusiasts has continued to increase over the years as shown in table 1. These results are consistent with research conducted by Casalo and Greer [11][12].

Table 1. Data of successfully published books from 2015-2022

No.	Year	Demand Amount
1	2017	397
2	2018	465
3	2019	559
4	2020	796
5	2021	1355
6	2022	158

This is corroborated by the results of interviews with 10 lovrinz employees as discussed above. The results of this analysis provide relevance to the hypothesis in a simple way. The results of these interviews provide an analysis that using Instagram is the right step to determine how influential Instagram accounts are both as a promotional media, communication media and personal selling. The data is corroborated by interview data to the sales team with the number of requests per year ranging from 150 requests to 800 requests with an average of around 500 requests. This is relevant to the data contained in the National Library, that the book was successfully printed in table 1 above in accordance with requests from consumers for 6 years with profits ranging from 150 million to 1M per year [13]. The interview results also show that Instagram is very effective for promoting companies with an effectiveness rate of up to 80%.

However, this strategy still has some weaknesses. According to some respondents, these weaknesses can be in the form of consumers in the form of the elderly and not the younger generation, then can be constrained by the network at any time and sometimes tend to be insecure. However, these weaknesses are not a problem when compared to the number of profits, requests and books successfully printed which continue to increase from year to year [14].

The next analysis is to analyze testimonials from Instagram and compare with novel readers who have been given novels published by lovrinz. From these results, we can see the quality and influence of promotional media on sales. As many as 50% are readers aged 15-20 years. From the respondents, it was found that 60% had an interest in novels. They were able to finish the novel in a day on a scale of 1-5 they gave a score of 3-4 as many as 70% of respondents. 50% of respondents gave a score of 80 and 30% gave a score of 100 to the novel published by lovrinz. This is in accordance with the good testimonials sent to the Instagram account @penerbit_lovrinz. Before being given an interview, the respondents were asked about the Instagram account of lovrinz. Based on this assessment, lovrinz media has provided a pretty good value [15].

4 Conclusions

The conclusions obtained from this final project after observing the data are as The strategy of utilizing lovrinz accounts is carried out by using instagaram as a personal selling and communication medium that is strengthened by testimonials. As well as communication media by offering products. The use of Instagram is effective in increasing lovrinz publishers.

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