



Review of Using Instagram Social Media as a Promotional Media on Online Shop Trustworth.id

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ABSTRACT

In general social media is a media that is used as a means of association online on the Internet. Instagram is one application that is loved. The media used to share photos and videos and can share on other social networking services. In this regard, the author takes the title Review of the Use of social Instagram Media as a Media Promotion at the trustworth.id. The author uses descriptive qualitative analysis research methods, with data collection methods in the form of observation, interviews, and documentation. The results obtained are social media use Instagram as a media campaign on the online shop trustworth.id like features instastory, feature feed Instagram, features the caption, as well as the endorsement and giveaway, 3 of the 4 factors that determine trustworth.id using social media Instagram as a promotional media are cognitive factors, affective and social integration, the use of social media Instagram as a promotional media has been effective because the cost of promotion through social media Instagram is relatively cheap, makes it easy for consumers to access Instagram, easy to use, easy to do promotions and does not need to come directly to the store but the constraints encountered in the promotion such as consumers who are impatient, doubtful and ask lots of questions by giving understanding and explanation that to reply to the chat from the lowest order and provide testimonial results.

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1. Introduction

In line with technological developments in this era of globalization, the use of social media is growing rapidly to become an important part of the economy to meet human needs. In general, social media is a medium that is used as a means of socializing online on the Internet. On social media itself, there are many people who connect with each other without being limited by geography, space, and even time with the aim of communicating with each other, sharing things, and even making friends. According to data released by We Are Social, in 2020 it is stated that there are 175.4 million Internet users in Indonesia. Based on the total population of Indonesia, which is 272.1 million people, it means that 64% of the Indonesian population has experienced access to social media. This report also shows that 338.2 million Indonesians own cell phones. Likewise, there are 160 million active users of social media. Social media has now become the main need of mankind, and anyone has the right to use it, both young and old, social media is a medium that is used as a tool to exchange information with the help of the Internet.

Social media is a media platform that focuses on the existence of users and facilitates them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. The special characters found in social media include (1) the network is an infrastructure that connects computers and other hardware (2) Information becomes an important entity in social media because social media users create representations of their identities, produce content, and interact based on information (3) Archives for

social media users, the archive becomes a character that explains that information has been stored and can be accessed at any time and through any device (4) Social media forms a network between users that does not only expand friendships or followers, but must be built with the interaction between these users (5) Social media has a character as a medium for society to take place in the virtual world.

Instagram is one of the most loved apps. Media that is used to share photos and videos and can be shared on other social networking services, Instagram is a social media that is included in the category of social networks that can be accessed easily and can provide information. ordinary even online shop owners. At this time, there are many business people who are starting to use online marketing. This online shop has become rampant with the increasing business needs in the community. Through Instagram, products and services are offered by uploading photos and videos briefly, so that potential consumers can see the types of products and services offered. The interesting features that exist on Instagram make it easier for online shops to offer the products and services offered. Open, parallel and broad communication has opened up unlimited possibilities that open up opportunities for online buying and selling transactions. Shopping has become an easy thing for anyone to do in an online shop on Instagram. Instagram is able to provide interesting features so that Internet users can learn and share in terms of photography and make short videos. With Instagram, online shop owners can provide product information to consumers in carrying out promotions.

Promotion is a variable in the marketing mix that companies need to do in marketing goods and services. Promotion plays an important role in connecting the distance between producers and consumers. This promotional activity cannot be done arbitrarily because it affects the survival of the company in the long term. Promotional activities are not only a communication tool used to market product advantages but also have the aim of disseminating information, persuading or influencing consumers to buy and remember the products offered. In addition, promotion is an important aspect for business people considering its role in encouraging consumers to make purchases. Promotion is not only done offline but also online. However, considering the increasing role of technology and social media in today's era, online promotions are widely chosen by business people and entrepreneurs in marketing their products to their followers on the various social media they have.

Online promotion itself is a process of activities carried out by the company in offering goods or services that are introduced or advertised through social media, so that the process does not occur face-to-face between buyers and sellers. Online promotion has its own advantages, namely it is not limited by space and time. Online promotion can be accessed by anyone, anytime and anywhere. The ads displayed are more varied and can be tailored to your needs. Online promotion can be done automatically and simultaneously so that it saves time and effort. The period of online promotion is relatively long and allows for changes to be made easily and quickly if there is an update to the creative, the cost is cheaper than offline promotion, especially related to the size and duration of the ad.

This is also the background of the online shop *trustworth.id* which is engaged in the premium quality shoe business, to carry out all its promotional activities through Instagram social media, in addition to following the current developments, this strategy is also considered very appropriate because by using social media such as Instagram in promoting its products to the public, *trustworth.id* can also adapt and establish good relationships with all its followers on Instagram social media. Online shop *trustworth.id* is also very active in sharing photos and videos of the shoes they sell. *Trustworth.id* always uploads up to date content every day, through Instagram, online shop owners can observe and evaluate consumer needs with full responsibility. So based on the description of the background above the author is interested in researching how to use Instagram social media as one of *trustworth.id*'s online promotion media in marketing various types of products, and what factors determine the use of Instagram social media as an appropriate promotional media for online. shop *trustworth.id*.

2. Method

The type of research used in this research is descriptive research with a qualitative approach. Descriptive research itself is related to data collection describing the affirmation of a concept and symptom as well as answering questions related to a subject to be studied. The qualitative approach is used to find out various phenomena related to psychological aspects, behavior, attitudes, responses,

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opinions, feelings, desires, and the will of a person or group. Qualitative approach is research that produces findings that cannot be achieved by using statistical procedures or by means of quantification. The subject of this research is the online shop trustworth.id which promotes its products on social media Instagram and the object of the research is the factors that determine the use of social media Instagram as an online promotion on the online shop trustworth.id. Data collection techniques were carried out in several stages such as observation, interviews, and documentation.

3. Result and Discussion

3.1 The use of Instagram social media as a promotional media on online shop trustworth.id

The use of Instagram, as a promotional media, can introduce various products to attract the attention of consumers who are promoted by online shop trustworth.id Instagram can make promotional media as a place to build a brand for the attention by consumers of the promotions they do. The use of Instagram can also be used as a tool for promotion and interacting with consumers directly such as the Instastory feature where online shops can create a short video that will disappear within 24 hours and last 15 seconds. Through the use of Instagram, companies can easily carry out promotions by posting their products regularly and always updating via Instagram stories so that this will make consumers curious and interested until they finally buy their products after seeing the promotions on Instagram, The following is a screenshot of the @trustworthy_id instastory image.



Figure 1. screenshot instastory @trustworthyid.

Source: instagram @trustworthy.id

The image above is a screenshot of @trustworthy_id's instastory in marketing the shoes offered. From the information on the instastory, the price of the shoes offered is a discount of Rp. 150,000. This technique can also attract potential consumers to buy the shoes offered. Furthermore, the use of the Instagram Feed is the entire photo in the Instagram account, because the feed displays all photo posts on Instagram to build brand personality so that it must make the feed look attractive in order to reach the audience's reach. Uploading photos through the Instagram feed is able to have an impact in attracting many new visitors who are interested and may become regular visitors to the HeavenShoe account. Here's what @trustworthy_id's Instagram feed looks like.

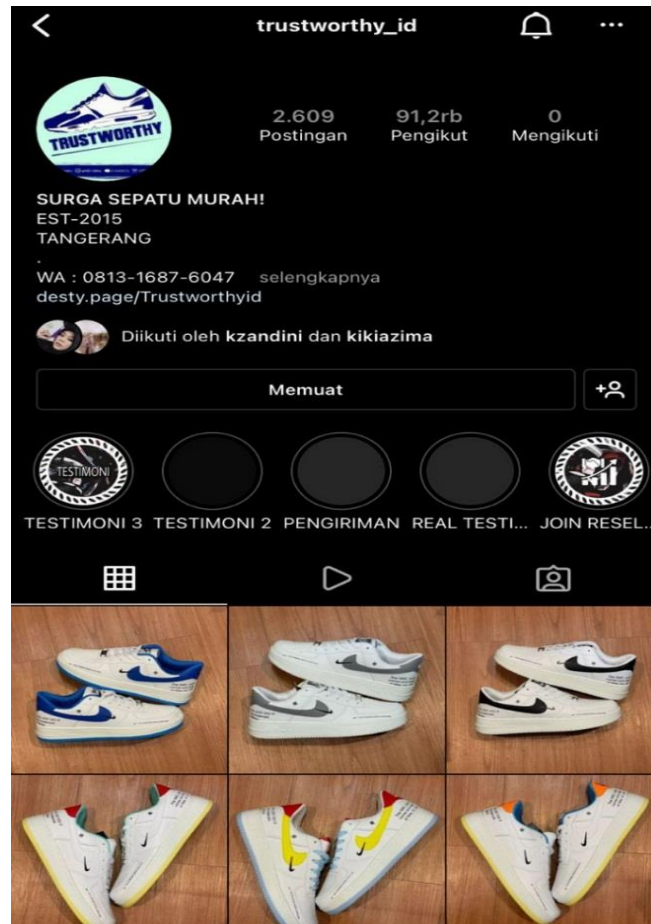


Figure 2. Screenshot of the Feed Feature Display
Instagram @trustworthy_id
Source: instagram @trustworthy_id.

The image above is a screenshot of the @trustworthy_id Instagram feed feature, the photos displayed on the @trustworthy_id Instagram feed are neatly and attractively arranged so that potential consumers are interested in visiting the @trustworthy_id profile account and end up buying the displayed shoes. Instagram does have interesting features that can influence its users in the application and make it easier for its promotion. Of the various supporting features built into Instagram, in addition to the features that are most often used in each trustworth.id post such as the instastory feature and uploading photos, trustworth.id also uses the caption feature to support the display of photos. This feature is very useful in helping to provide information to potential customers about the products offered. The following is a screenshot of the Instagram caption feature used by @trustworthy_id.



Figure 3. Screenshot of the @trustworthy_id Caption Feature Display.
Source: instagram @trustworthy_id.

The image above is a screenshot of the caption feature in the @trustworthy_id account photo post. From the written caption, it explains information about the model and brand of shoes, available shoe sizes, shoe prices, shoe quality and also how to order for the shoes offered. So that potential customers don't have to bother asking about the available sizes and the prices of the shoes offered, they only need to send an order format if they are sure they want to buy the shoes they want.

In addition to using the features that exist on Instagram, online shops often make endorsements by using the services of celebrities or artists to promote their products. Endorsement is an act of providing support for something, endorsement is also a promotion in the form of positive reviews about products described by celebrities or artists on their Instagram account @trustworthy_id as well as making endorsements to increase their sales. Here are endorsement photos from celebgrams and artists.



Figure 4. Artist and celebrity endorsement services

The picture above is a photo of the endorsement @ trustworthy_id by artists and celebrities to attract more potential customers. By using endorsement services, followers who see the post feel interested and curious so they follow the @trustworthy_id account that can be trusted to buy shoes for sale. In terms of doing promotions, online shops also do giveaways. Giveaway is a gift or gift. The concept of a giveaway is like a sweepstakes, namely providing the terms and conditions given by the organizer. However, Giveaway is not given to all accounts but is only given to lucky accounts after going through a certain selection or assessment process. From this giveaway, you can get more followers, so the online shop is more likely to get potential customers or new customers. Here's a photo of the giveaway done by @trustworthy_id.



Figure 5. Giveaway display by @trustworthy_id

Source: instagram @trustworthy_id.

The picture above is a photo of the giveaway held by @trustworthy_id, with the giveaway it can also attract the attention of followers and non-followers because they can get shoes for free. Usually, if you win a giveaway, you only bear the cost of shipping, here's a table of the schedule for posting feeds and @trustworthy_id stories for 1 month:

Table 1
Schedule of posts feeds and instastory @ trustworthy_id

Date	Instastory	Feeds	Shoe Model and Brand
28-03-20	11 Posts	4 Posts	Adidas Campus
29-03-20	10 Posts	2 Posts	Adidas Zoom Running

Date	Instastory	Feeds	Shoe Model and Brand
30-03-20	10 Posts		Vans Oldskool Classic
31-03-20	12 Posts		Converse Chuck Taylor 70s
01-04-20	15 Posts		Vans Oldskool Vault
02-04-20	10 Posts	5 Posts	Converse Chuck Taylor 70s
03-04-20	11 Posts	11 Posts	Converse Chuck Taylor 70s
04-04-20	13 Posts	13 Posts	Ventela Public dan Ventela Back To 70s Adidas Campus, Puma Classic, Vans Oldskool
05-04-20	13 Posts	13 Posts	Classic, Vans Anaheim Vans Oldskool Classic dan Vans Oldskool Vault
06-04-20	12 Posts	6 Posts	Ventela Public
07-04-20	12 Posts	6 Posts	Ventela Public dan Ventela Retro 77
08-04-20	11 Posts	4 Posts	Vans Authentic Classic
09-04-20	10 Posts	2 Posts	Vans Authentic Classic, Vans Oldskool Classic,
10-04-20	11 Posts	4 Posts	Vans Oldskool Vault, Vans Slip On Classic
11-04-20	15 Posts	3 Posts	Vans Slip On Vault Vans SK8 Classic, Converse Chuck Taylor 70s,
12-04-20	14 Posts	4 Posts	Peaceminuseone G-Dragon X Converse Chuck Taylor 70s
13-04-20	10 Postingan	1 Posts	Converse Chuck Taylor 70s Converse Chuck Taylor 70s dan New Balance Limited
14-04-20	12 Posts	3 Postingan	New Balance Limited
15-04-20	10 Posts	3 Posts	Sage Footware Type I
16-04-20	10 Posts	1 Posts	Sage Footware Type II dan Sage Footware Type III
17-04-20	14 Posts	2 Posts	Wakai
18-04-20	12 Posts	3 Posts	Wakai
19-04-20	10 Posts	1 Posts	Wakai
20-04-20	13 Posts	2 Posts	Nike Air Jordan
21-04-20	10 Posts	3 Posts	Nike Zoom
22-04-20	12 Posts	3 Posts	Nike Elite Running
23-04-20	10 Posts	1 Posts	Ventela Public, Nike Classic, Adidas Cloudfoam
24-04-20	11 Posts		Puma Suede dan Adidas Zoom
25-04-20	12 Posts	2 Posts	Vans Authentic Classic, Vans Oldskool Classic, Vans SK8
26-04-20	15 Posts	5 Posts	Vans Slip On Vault, Adidas Zoom, Converse Chuck Taylor 70s
27-04-20	10 Posts		Adidas Cloudfoam
28-04-20	10 Posts	2 Posts	Adidas Cloudfoam
29-04-20	12 Postingan	1 Posts	Nike Zoom
30-04-20	12 Posts	1 Posts	

Source: (trustworthy.id2020)

The table above is the schedule for posting @trustworthy_id feeds and stories for 1 month. Judging from the table, most of the posts are only one model and brand so that it is neatly and attractively arranged, and there are several posts that take 2-3 models and brands of shoes that are displayed.

3.2 Factors that determine the use of social media Instagram as a promotional media

Instagram is one of the marketing communication media that is widely used today, as well as online shop @trustworthy_id using Instagram as a promotional medium for the products they offer. The following are the factors that determine the use of Instagram social media as a promotional medium for the @trustworthy_id online shop as follows:

Table.2
Factors That Determine Instagram Social Media As Promotional Media

No.	Determining Factors	according to @trustworthy_id
1.	Cognitive	Instagram is a social media used by online shops in doing business online, because now there are many Instagram users and to promote photo uploads and stories using interesting captions, making it easier for customers to see and find information on product updates offered.
2.	Affective	Promotions carried out through Instagram are easier to advertise for products because they are faster and more practical, and follow current market trends such as local brand shoes that are sought after by buyers. For a pleasant experience related to customer satisfaction with the product received and ultimately become a regular customer.
3.	Social Integration	Social integration carried out with artists or celebgrams, namely making cooperation agreements using the services of artists or celebgrams in promoting @trustworthy_id shoe products.

Source: trustworthy.id 2020

The table above is the factors that determine Instagram social media as a promotional medium at the @trustworthy_id online shop, including cognitive, which is the need for knowledge. Through Instagram, sellers and buyers gain knowledge about how to sell products online and how to do business online. In this study, the author gets cognitive factors as one of the factors that determine Instagram social media as a promotional medium for online shops. This is proven by the fact that sellers are more facilitated and helped by the existence of Instagram as a promotional medium, as well as getting knowledge and other information that is trending on Instagram. Then affective, is experience. Selling on Instagram makes for many experiences, both good and bad. The fun things include, many orders or orders. Meanwhile, the unpleasant thing is, buyers are impatient and ask a lot of questions.

In this study, the authors also get affective factors as one of the factors that determine the use of Instagram social media as a promotional medium for online shops. For a pleasant experience, online shops have experienced pleasant things such as testimonials from consumers, and regular customers who shop regularly because they are satisfied with the products they receive. Meanwhile, the unpleasant experience is only limited to the seller's frustration with consumers who only ask questions and have asked for price details and the seller has added up the total price that must be paid by consumers, but the consumer does not buy. And finally, social integration is an approach taken to create a desire that works well. Through Instagram, sellers and buyers are easier to connect with each other, in this study the authors get the social integration factor as one of the factors that determine Instagram social media as a promotional medium for online shops, namely collaborating with artists and celebrities through endorsement services to attract potential candidates. new consumers.

3.3 Use of Instagram Social Media as an Effective Promotional Media

In carrying out promotions through Instagram social media to be said to be effective, it is by means of success and performance in terms of achieving or not achieving the goals that have been set previously. Because using Instagram social media is very easy and you don't need to pay, you only need to download the application or open the site by logging in if you already have an account or signing up if you don't have an account. Therefore, many online shops such as @trustworthy_id use Instagram as a promotional medium to advertise their products. Of course, with Instagram as a promotional medium, apart from not spending more for promotions, which usually use advertising costs with pamphlets and brochures, it can also attract potential consumers to visit their profiles and end up buying the product.

Ease of access and flexible time make Instagram used as a product introduction and marketing field. Its wide reach makes it easy for people from all over the region to access information about products

and online shop business profiles. Promotions carried out on Instagram are easier, faster and more practical. With easy access, @trustworthy_id carries out promotions using existing features on Instagram such as uploading photos and instastory which makes it easier for consumers to see which products are being updated.

The convenience that Instagram offers makes it a fast medium to attract people to use it. Posting videos or photos can be done practically. It is known that @trustworthy_id often posts product photos a day, up to a dozen posts because it is very easy to use, just upload photos, give a little edit and additional captions can attract many consumers.

By using Instagram, online shops can do various ways for promotion very easily. For example, by using endorsement services. Like @trustworthy_id, they also promote by using artist endorsement services and celebrity programs to attract more consumers. The endorsement is also quite effective because the followers of the endorsement are interested and find out about the products offered so they buy the product and become consumers and regular customers.

With today's increasingly sophisticated technology, shopping is also very easy to do. In the past, to shop, we had to come directly to the store where the goods were sold, now we can shop only by using a smartphone or computer connected to the Internet. This makes it easier for customers outside the area to buy these products. It is enough to see product photos and video reviews that are explained and see the results of trusted testimonials to convince consumers to buy the product. Shopping online is also effective and efficient because the time is flexible compared to coming directly to a store that has certain operating hours.

3.4 Constraints faced in promotion through Instagram social media and how to overcome them

In every promotion on Instagram social media there will always be obstacles experienced, based on the results of information from Irbah as a key informant, obstacles experienced when serving consumers such as the nature and character of different customers. The following are the obstacles faced in promotion through Instagram social media at the trustworthy.id Online Shop and how to overcome them, just as consumers are patiently waiting for a chat reply from the online shop admin, there are also impatient consumers.

The meaning of being impatient here is like waiting too long for an admin chat reply so that they do a re-chat which causes the chat to go up and after making a payment the consumer is impatient in asking for a receipt on the same day. The way to deal with impatient consumers is to provide understanding and explanation that to reply to chat is done from the lowest chat, and for receipts it is explained that the receipt number will be sent H + 3 payments can be sent directly via SMS or can ask the online shop admin.

Before purchasing a product, potential consumers usually look at the products offered, such as seeing product photo captions, product stories and photo tags made by consumers who have purchased. Sometimes even though they have looked at the product, there are still potential consumers who are hesitant about the online shop. The way to overcome if potential consumers are still in doubt is to provide testimonials from consumers and customers who have or often bought the products offered so as to give the impression of a sense of trust to potential consumers.

Many ask but don't buy it often happens among potential consumers, such as asking how much is the price of the product being offered, product quality, or not the product that has been explained in the photo caption that is uploaded. The way to deal with potential customers who ask a lot of questions is to provide services by explaining in as much detail as possible until the buyer understands and is satisfied with what is conveyed, because service and customer satisfaction are the most important.

4. Conclusion

Based on the research that has been described previously, the conclusions in this study are as follows, the use of Instagram social media as a promotional medium at the @trustworthy_id online shop, namely the use of the instastory feature, the Instagram feed feature, the caption feature, as well as endorsements and giveaways. So that promotions can run more easily and efficiently. Of the 4 factors that determine Instagram social media as a promotional medium for online shops, there are 3 factors

that determine @trustworthy_id using Instagram social media as a promotional medium, namely cognitive, affective and social integration factors. The use of Instagram social media as a promotional media has been effective because the costs of promotions carried out through Instagram social media are relatively cheap, make it easier for consumers to access Instagram, easy to use, easy to do promotions, and do not need to come directly to the store. The obstacles faced in promotion through Instagram social media and how to overcome them are 3 things, namely consumers who are impatient in waiting for chat replies from the online shop admin by providing understanding and explanations that to reply to chats from the lowest order, consumers who have doubts about online confidence The shop can be trusted or not by providing testimonials from consumers, and consumers who ask a lot but don't buy is to provide services and explain in as much detail as possible until the buyer understands and is satisfied with what is being conveyed

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