



Utilization of Instagram Online Shop in Millennial Generations

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ABSTRACT

One of the interesting advances in technological innovation is the emergence of internet technology. Where the development of Instagram is so fast in 2019 that there are many Instagram users for personal gain and for business. This progress has led to disruption so that many personal Instagram accounts and business accounts have emerged for promotional purposes. In carrying out marketing communications, companies must have a strategy so that all predetermined plans can be achieved. A good strategy will provide benefits for the company as the realization of the goals of the company. This study discusses the strategy of using Instagram as a digital marketing communication medium carried out by Millennial Generation. The method used in this research is a qualitative descriptive method. In addition, this study also uses in-depth interview techniques with 4 resource persons, namely millennial owners from online marketplaces, literature studies and documentation. Based on the results of research and discussion, it is known that planning the use of Instagram is by analyzing problems, analyzing audiences, determining goals, selecting media and communication channels, and developing plans or activities for achieving goals. The use of Instagram as a media for digital promotion is mostly carried out by the millennial generation by utilizing photo and video features, comments, captions, locations, hashtags, tagging and Instagram ads for social media maintenance, as well as followers and likes for social media endorsements. Evaluation of the use of Instagram is the result of increased sales and the success of opening new stores and outlets.

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1. Introduction

In the era of globalization, the need for information becomes important. Along with technological developments, internet-based information systems are widely used today. The Internet is also the most economical medium for use as a basis for information systems. The pace of technological development has progressed so fast and rapidly, since the invention of computers, the world of technology has experienced such advanced developments, it can even be said that every time we blink our eyes in other parts of the world the latest technological innovations emerge. One of the interesting advances in technological innovation is the emergence of internet technology. Where the development of Instagram is so fast in 2019 that there are many Instagram users for personal gain and for business. This progress has led to disruption so that many personal Instagram accounts and business accounts have emerged for promotional purposes. In carrying out marketing communications, companies must have a strategy so that all predetermined plans can be achieved. A good strategy will provide benefits for the company as the realization of the goals of the company. This research discusses the strategy of using Instagram as a digital marketing communication media carried out by the Millennial Generation. In this research, the approach taken is a qualitative approach. The data collected in the study are not in the form of numbers, but rather come from interview texts, field notes, personal documents, memo notes, and other official documents. So that the purpose of this qualitative research is to describe the empirical reality behind the phenomenon in depth, detail and thoroughly. This research uses descriptive qualitative research methods. (Moleong, 2010) defines qualitative research as research that intends to understand the phenomena experienced by research subjects, for example behavior, perception, motivation, action, holistically by means of descriptions in the form of words and language, in a special natural context. by making use of various scientific methods. Based on the results of research and discussion, it is known that planning the use of Instagram is by analyzing problems, analyzing audiences, determining goals, selecting media and communication channels, and developing plans or activities for achieving goals. The use of Instagram as a media for digital promotion is mostly carried out by the millennial generation by utilizing photo and video features, comments, captions, locations, hashtags, tagging and Instagram ads for social media maintenance, as well as followers and likes for social media endorsements.

Evaluation of the use of Instagram is the result of increased sales and the success of opening new stores and outlets. With internet technology, it is possible for someone to communicate without being limited by distance and time. The role of the internet is significant in the entire process both as social media and economic activities such as online sales, although without us realizing that the choice of social media is not only as a means of socializing, but also used as a means of online shopping, perhaps we can explain the reasons why consumers choose this social media as wrong, a means of their shopping activities. The use of Instagram as a medium of communication for online business marketing is mostly carried out by young people, especially students. Students are known as critical, innovative, creative and imaginative modern people. and have a high morale. So that in running a business, you will not give up easily and you will always be able to find a way to make the business you run still exist in the market. The products offered are generally fashion products, such as bags, shoes, clothes, accessories and other fashion items. The internet consumption of the population aged 15 - 34 years is also much higher than that of the population of the older population. This indicates that their dependence on internet connection is the highest. The Indonesian millennial characteristics are based on the results of research conducted from adolescents to adults using Instagram to publish their activities. At this time, people often mention the term millennial generation. According to Yuswohady in the article Millennial Trends (2016) (In Shofiyah, 2019) Millennials are generations born in the early 1980s to



2000s. The purpose of this research is to determine the use of Online Shop Instagram among Millennials Generation.

2. Literature Review

2.1 Instagram

Instagram was founded in 2010 at the Burbn, Inc company, which is a technology startup that only focuses on developing applications for mobile phones. (Jackson and Luchner, 2017) state that the use of social media Instagram since it was first launched has continued to increase in number; Instagram social media users have reached more than 200 million worldwide. That figure is up from about 150 million users 6 months earlier. Instagram is a special photo sharing application with its function to upload photos (upload), take photos (download), edit photos, add photo digital filters (photo effects), comment on photos, give photo titles, give photo locations, give likes on photos, and share photos to various other social networking services (Instagram Handbook, 2012). There are several features found in the Instagram application, namely as follows: Followers, Uploading photos (Share), Photo Title (Caption), Mention / Arroba, Hastag, Geotag / Location, Like / Love, and Comments (Sofia, 2017)

2.2 Online Shop Instagram

In an online shop study or online shopping via the internet, it is a process of purchasing goods or services from those who sell via the internet, or buying and selling services online without having to come face to face with the seller or the buyer directly. Online shop is not only considered as an election in shopping, but has become part of the socio-cultural changes in society. (Sari, Chacha Andira, 2015). Through the online shop, consumers can see the items being sold through pictures or photos and even videos. Online Shop has been on Instagram a lot in line with the growing business

2.3 Millennial generation

According to Yuswohady in the article Millennial Trends (2016) Millennial Generation is a generation born in the early 1980 to 2000 period. This generation is often referred to as Gen-Y, Net Generation, Generation WE, Boomerang Generation, Peter Pan Generation, and others. They are called the millennial generation because they are the generation who live at the turn of the millennium. This generation uses a lot of instant communication technology such as email, SMS, instant messaging and social media such as Facebook and Twitter, IG and others, so in other words Generation Y is the generation that grew up in the booming internet era. Based on this definition, it can be concluded that the millennial generation is the generation born between 1980-2000 when there was rapid technological advancement. The population is 17-37 years old, known as the millennial generation. The generation that is born and grows in an all-digital environment is predicted to grow to 60% of Indonesia's total population by 2020. The terms 'millennial' (Howe and Strauss, 2000), 'digital natives' (Prensky, 2001), 'net generation' (Tapscott, 1997), or 'Y generation' (Paul, 2001), applies to generations born after 1982, when digital technology and the internet were in their development period. People in this group are considered the most technology-oriented compared to previous generations in terms of demographics (i.e. baby boomers and generation X). Millennials have experienced growing up with computers and the internet, they have natural talents and high levels of expertise in using new technology

2.4 Indara Busana Online Shop

Indra Busana is a family company engaged in modern Balinese traditional clothing fashion, which was founded in 2007, which was originally a clothing store in the Denpasar market area with the first generation of business pioneers from Indra Busana, now the shop is like a 4.0 era shop that participated. developed by his second son so that the Indra Busana store started trying to sell online through an Instagram account since 2017, which was originally the love of the second son of the founder with the Balinese traditional fashion so that since the owner has now stepped in to make shop changes from Indra Busana to look more modern and the products in produce is also more fashionable. Behind the story, selling to an online shop must make sure that consumers try to display an attractive icon on Indra's fashion Instagram account by updating every story and beautifying the design of traditional Balinese clothes that are more modern, from trambil hands and many interesting ideas are created by fashion. modern Balinese customs besides that this second son is also indeed pursuing the business world since the beginning of experiencing high struggles. So that at this time Indra Busana can say that family companies that were originally offline can go online thanks to the ideas and creativity of their second son, so Indra Busana now has enough followers so that he can attract buyers to buy products from the fashion sense.

2.5 Mikachu.id

Mikachu.id is a product made from herbal ingredients by way of traditional processing but packaged in a modern way. In the beginning, the owner of mikachu.id only intended to fill spare time, but because the product was in great demand by consumers and the result was a mikachu with the brand name. Mikachu products are made from turmeric, which he processes himself, in the form of bottles, just drink and powder that can be brewed. The location of this mikachu product business is in Denpasar, which is very strategic for selling offline as well as online, but before the start of this mikachu brand, it started selling online in 2016, which started on a whim and was able to read market needs, the beginning of the mikachu brand. This is from trying to process turmeric ingredients into herbal medicine with a modern packaging model so that it looks more attractive so that consumers can target the millennial generation's target. Mikachu was formed in March 2017, whose initial sales were only through the media WhatsApp and Instagram which only used normal features at the start of the Covid 19 Mikachu products became famous so that Ayunnda himself had the opportunity to be a resource on various Instagram media. The development of mikachu is also getting faster thanks to the new Instagram oshop feature making it easier to sell online. Products from Mikachu can be enjoyed for all people with packaging that certainly looks attractive, now Mikachu also makes herbal preparations with various flavors. The payment system for purchasing mikachu already uses via transfer via mobile banking and the delivery of the product via gojek where the owner himself has taken advantage of the current sophistication of technology so that consumers no longer have to bother taking mikachu products to the selling location. On the mikachu brands side, also by utilizing facilities such as gojek, grab and mobile banking, the mikachu owner also maintains communication with consumers so that consumers are satisfied with the quality and service of the mikachu brand products. Maintaining the trust and quality of online brand products is the number one quality to get regular consumers and new consumers from our regular consumer reviews.



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2.6 Barefoot.id

Barefoot.id is an Instagram account name that sells shoes and sandals. The owner of Barefoot.id produced handmade shoes in 2014 which was helped by a friend in college. In fact, the owner of Barefoot.id's decision to enter the business world began with his passion for fashion. What started out from being a fan of things to making him interested in how to make them, thus requiring him to come to Bandung to be able to see how to make shoes and sandals. With only ± 50 million men with Balinese blood, he started his debut by producing around 100 pairs of shoes with the manufacturing process in Bandung and Tangerang, he came directly to the place of manufacture to check the quality of his shoes and sandals. The price range for shoes is around Rp. 250,000 to Rp. 500,000 as for the brands of sandals that are priced at Rp. 190,000 to Rp. 400,000. Barefoot.id produces handmade shoes and sandals so that the entire production process is done by hand to produce products that are more detailed, strong and comfortable. The designs that are produced are more exclusive because they are not mass-produced. Barefoot.id emphasizes the quality that must be maintained in every shoe product before it is sent to consumers. For that, before being sent, barefoot.id performs quality control. In order to make it easier and improve the quality of the shoes and sandals. Products from barefoot.id emphasize design and comfort. In the same year, barefoot.id also started trying its luck to sell online through an Instagram account which was started in 2014. Unexpectedly, sales via Instagram actually made sales even more rapid. The demand is increasing due to posting photos and the right captions and hashtags, making the consumer reach wider and the target consumers who are looking for right on target. Now with the help of social media, Instagram can make it easier for barefoot to reach your target market. Sales have also increased because customer trust from offline to online has made it easy to order and choose so that millennial generation consumers are interested in visiting initially and finally buying barefoot.id products.

2.7 Klik.id_Hijab

Along with the development of the fashion industry in Indonesia, there are more and more successful hijab entrepreneurs. One of them is the Klik.id_hijab brand which started in 2017, the beginning of the business from klik.id_Hijab was with a pre order system (PO). Only selling to friends on the Whatsapp and Instagram groups which are still for experimenting. After getting lots of orders from his Instagram account, Klik.id_hijab just produced the sale. From that initial profit, the business turned around until it grew. The initial challenge of starting an Instagram online business due to limited capital is that we must be able to convince customers because they are afraid of being cheated. With so many experiences selling online on Instagram, klik.id_Hijab is able to determine its target market so that it is easy to determine the hashtags and captions. The growing development has made klik.id_Hijab opened a Boutiq shop which opened in 2019 so that customers are even more convinced to shop at klik.id_Hijab. Even though you already have a physical store, klik.id_Hijab does not forget or leave the rapid development of Instagram, instead it combines the use of Instagram with a store that makes customers want to visit a physical store to shop. Besides that, in interesting online, klik.id_hijab made a discount or prize draw through an Instagram story which was taken directly to the store.

3. Research Methodology

This research uses descriptive qualitative research methods. (Moleong, 2010) defines qualitative research as research that intends to understand the phenomena experienced by research subjects, for example behavior, perception, motivation, action, holistically by means of descriptions in the form of words and language, in a special natural context. by making use of various scientific methods. This research took place in the city of Denpasar. The location selection was based on the consideration that there are many campuses around the city of Denpasar and students using social media Instagram, Denpasar, including those who update the digital era from students and is the capital city where there are many universities in the city of Denpasar such as Udayana University, the Indonesian Institute of the Arts Denpasar, Polytechnic. Health Ministry of Health Denpasar, National Education University, Warmadewa University, Dwijendra University, Hindu Indonesia University Denpasar, Mahasaraswati University Denpasar, Mahendradatta University Denpasar, and Ngurah Rai University Denpasar.

The technique of taking informants in this qualitative study was used, namely purposive sampling. Research subjects are people who are considered capable of providing information about the actual background and condition of the object under study so that the resulting data can be accurate. The subjects to be interviewed in this study, namely owners of online shops using Instagram, include Owner Indra Busana, Owner Mikachu.id, Owner Barefoot.id and Owner Klik.id_Hijab. Collecting data in this study using several methods in order to obtain complete data. The methods used to collect data in this study are observation, interviews and documentation. The data analysis in this study uses the Miles and Huberman model, namely data collection, data reduction, data presentation and conclusion (Sugiono, 2018).

4. Research Results and Discussions

The owner informant, Indra Busana, said that Instagram was originally a social media but now it is much more focused as a means of promotion because many of the millennials enjoy doing things. And Instagram also has five complete features. The ease and appearance of the design for promotion is more attractive, so it tends to make consumers more interested. But personally, the owner of Indra Busana still chooses Instagram as a means of promotion because the features for posting photos and stories are more interesting because many children enjoy the millennial generation. He also mentioned that as a means of promotion, he provides a budget for promotional funds in his Instagram account, which also increases sales and reach. Meanwhile, the owner of Mikachu.id managed to get several media to glance at him and were interviewed about the products he made and how to market them online on Instagram. This informant said that Instagram is now much more often used by young people. In fact, he said that he often explores the virtual world using Instagram for social media rather than Facebook, Instagram itself so far has more photo post and story features and especially with additional features such as: shop, traveling, music, igtv etc. He also said that Instagram is a good place as a means of marketing for millennials and our target for millennial generation is also very appropriate, Instagram's reach is now wide and many users besides that he also uses a paid-based promotion system on Instagram to support features and reach.

Meanwhile, Owner Barefoot.id started using Instagram, which initially as a personal social media platform, has now



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switched to business Instagram. He said that Instagram is not an online shop media, but rather as a means of promotion that is most widely used now because of the large number of Instagram users among young people, besides that Instagram is used as a means of promotion quite well because it has easy and attractive features to determine buyer tags. . In addition, he also mentioned about the features of Instagram that have developed such as: instastory, igtv, shoop, etc. Where also the Barefoot.id owner uses the budget in using his business Instagram account to reach his target market which is more focused on young people but more specific according to the product which is posted every day. He also mentioned that Instagram is more likely to be used by the millennial generation to socialize media. Furthermore, the owner of Klik.id_hijab, the beginning of the establishment of the klik.id_hijab business, began for fun being sold through the first online media using WhatsApp. After more and more he started using Instagram to expand his reach to increase purchases. The owner of Klik.id_hijab also explained that the Instagram online shop is actually not a media for buying and selling but a very good promotional tool because there are many features available, starting from photo posts with various filters and Instagram stories which can also make many promotional tools. In addition to using Instagram as a promotional tool, he also makes Instagram a means of socializing with customers or customers so that good relationships are established, here he also emphasizes that he uses Instagram for free and uses prepaid promotions to further expand and specify his own target or target consumers.

5. Conclusion

The conclusions that can be drawn from the results of this study are strategies that can be used. From the entire research process conducted by researchers entitled Utilization of the Instagram Online Shop Among Millennials Generation, conclusions can be drawn to answer the problem formulation of the research that several uses of the Instagram Online Shop among Millennial Generation. First, where the stigma of using the Instagram online shop among the millennial generation is the habit of the millennial generation to play Instagram, which was originally used as a social media because of their habit of switching to an Instagram business account so that it becomes an Instagram online shop. do it through internet access and social media. Third, Instagram, which was originally a social media that the millennial generation likes to socialize, has switched its function to become a promotional tool to become an Instagram online shop which is now developing so that it has online features that make promotional tools attractive to the millennial generation. The four Millennial Generations are a generation that is very active in using Instagram, which is arguably the generation that controls the world of infrastructure to socialize and promote their business accounts because they have a fairly rapid promotional power and Instagram supporting features as a means of promotion through instastory and photo posting.

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