

## DIGITAL MARKETING COMMUNICATION STRATEGY VIA INSTAGRAM SOCIAL MEDIA

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### **Abstract**

Marketing communications via internet media can provide benefits in various fields. The marketing process via internet media is able to make it easier for consumers to obtain the goods they want. One of the social media on the internet that is widely used by people as a marketing communication medium is Instagram. Through Instagram, business people can display photos or videos of their products or services so that they can attract consumer interest. Instagram marketing is a marketing activity carried out using all the facilities provided by Instagram with the aim of increasing sales and establishing better communication with consumers. In managing a marketing communication system, effective and efficient strategy design and sales programs are needed. Sales promotion is an important part of a company's marketing communications strategy and sales promotion is a marketing activity that proposes the added value of a product (to get more than the existing value of the product) over a certain period of time in order to encourage consumer purchases, sales effectiveness or encourage other efforts. carried out by sales personnel according to Hermawan.

**Keywords:** Strategy, Communication, Digital Marketing, Social Media Instagram

### **INTRODUCTION**

The rapid development of communication technology has brought many changes to people's lives. So currently many people are making the best use of digital devices for their daily needs (Arni & Sari, 2023). Utilization of information technology can be a business opportunity. Social media is a group that was built on the basis of internet-based ideology and technology (Antaufhan & Isnaini, 2023). Social media can be used to share information between users easily (Rosita et al., 2023). Social media can help business actors introduce, offer, market and promote their products to potential consumers.

The opportunity to carry out digital marketing communications is a new breakthrough. Interactive media allows users to be involved in changing the content of information at that time (Ramadhan et al., 2023). Following

current developments, skincare has become a primary need for some women. This trend provides great opportunities for the beauty business in Indonesia.

The benefit of digital marketing is that it can reach more consumers, not only from a short distance but more widely across various regions, thus generating many opportunities for higher sales. Another benefit is that it can get a specific market share so that it can determine advertising that is appropriate to the market share being carried out. This digital (online) marketing also tends to save marketing costs, namely only using communication tools and the internet for the sales network and can easily measure digital marketing performance, such as placing advertisements via Google, can be evaluated on the results obtained, whether they have reached the desired audience, increased sales from the advertisements placed so that they can provide an overview of the situation that occurred for decision making (Fairuza & Sari, 2023).

Marketing communication strategy is one of the starting points in introducing products to consumers and getting a lot of profits from the business carried out. In general, the marketing communications mix includes advertising, sales promotions, special events and experiences, public relations and news, direct marketing and personal selling. Each marketing communications strategy has its own strengths and weaknesses. It's just whether everything should be implemented or not because it is necessary to study which strategy is the most effective and adjust budget availability (Sianipar & Samatan, 2023).

Marketing communication using social media is a combination of Newmedia and Marketing Communication. According to Herman Kartajaya, to manage stakeholders, a new approach is needed, namely marketing 3.0, where previously it was only one direction, now it is collaboration with one to many and many to many (Sari & Rochmaniah, 2023). Through social media, companies can reach consumers more widely, apart from that, marketing communications using Instagram carried out by buyers and sellers is very helpful in decision making and can provide input to sellers to improve in the future (Saputra & Nugraha, 2024)

Marketing communications via internet media can provide benefits in various fields. The marketing process via internet media is able to make it easier for consumers to obtain the goods they want. One of the social media on the internet that is widely used by the public as a marketing communication medium is Instagram (Saputra & Nugraha, 2024).

Instagram is widely used by business people as a marketing medium for their products. Globally, Instagram plays a big role in bringing consumers closer to the things they love, including various Small and Medium Enterprises (SMEs) that suit their interests. Now, Instagram is known as one of the most widely used business media in Indonesia (Herman & Bo'do, 2024).

Instagram gives SMEs a greater opportunity to achieve success by increasing consumer reach both in their city, other cities in Indonesia, and even abroad. The features provided by Instagram are designed to make interactions between business people and consumers easier, more comfortable and interesting so that the relationship between businesses and consumers becomes more meaningful (Verenia & Silvanus, 2022).

Seeing the large number of Instagram users in Indonesia, it is very appropriate for entrepreneurs to use Instagram accounts to support marketing communication strategies. Not a few business people are developing their businesses which were previously managed offline and are now starting to move online (Akbar & Umer, 2023). Apart from being able to save costs and also make it easier for customers to enjoy the products on offer, business people who previously marketed their products through real stores are now starting to use the internet as a marketing medium through online shops or online shops on Instagram social media.

## **RESEARCH METHOD**

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

## **RESULT AND DISCUSSION**

### **Digital Marketing Communications**

#### **A. Marketing Communications**

The rapid development of the internet has given rise to an information revolution in the digital era, thereby changing various aspects of human life, including marketing communications. Marketing communications is a term used to explain the flow of information about products from marketers to consumers. 1 Marketers use advertising, direct marketing, publicity, sales promotions and direct selling to provide

information that they hope will influence consumer purchasing decisions. Likewise, consumers use it in the purchasing process to gather information about product characteristics and benefits (Adeola et al., 2023).

According to Kotler and Keller, marketing communications are a means used by companies in an effort to inform, persuade and remind consumers either directly or indirectly about the products and brands they sell (Aghazadeh & Khoshnevis, 2024). Companies must communicate information about their products and services.

## B. Communication Through Marketing Strategy

Marketing Strategy is a process that identifies and selects target markets. Marketing plans are developed for each selected market segment, so that consumer needs in each target group can be met (Baines et al., 2022).

### 1. Segmenting

To a certain extent, each person is a separate market segment because no two or more people have the exact same needs motivation, decision process, and purchasing behavior. The aim of market segmentation is to identify various groups in the wider market, which have similar needs and responses to promotional actions and other marketing mixes, so that separate marketing treatments can be assigned (Sobrino, 2022).

More specifically, market segmentation requires five stages which can be described as follows:

- a. Identifying the structure of needs of consumer populations at the individual level: to select samples and entire populations and measure the needs of individual consumers when they relate to products and services.
- b. Grouping consumers into homogeneous segments based on needs profiles: to form highly homogeneous groups of consumers in groups based on needs.
- c. Target market selection: Selection of a segment or group of segments for the development of a particular promotional program or programs and other elements of the marketing mix being developed.
- d. Developing positioning for product or service offerings in selected segments: Positioning is shown to direct information about how consumers in the targeted segment receive product or service offerings compared to those offered by competitors (Aghazadeh & Khoshnevis, 2024).

## 2. Targeting

After evaluating segment differences, the company then determines the number and type of segments to be served. Targeting is not something easy. The target market consists of a group of consumers with various characteristics of needs that must be met.

## 3. Positioning

After potential segments have been identified and the segments targeted for promotion have been selected, the company must continue to determine the positioning of products and services in the minds of consumers who are in the selected segments.

### C. Digital Marketing Communications

According to Keller (in his book *Prisgunanto*), digital marketing is a relatively new form and is used to describe marketing activities using computers and telecommunications. Belch & Belch (Schwarz et al., 2022) consider technological aspects to engage customers or prospects and directly increase awareness, improve image, or create sales of products and services. With the existence of the internet as a new media, it has given a new air to the world of marketing communications.

The digital era brings opportunities in marketing development (Varadarajan et al., 2022). According to (Hlinenko & Daynovskyy, 2022) digital marketing communication is a situation where marketers must master three things from consumers, namely heart, mind and spirit which refers to internet-based marketing. Digital marketing communication is a strategy to communicate with customers without having to meet face to face (Marunda & Batonda, 2023). Digitalization has brought revolutionary changes in data management, media management and ultimately in business. Digital marketing provides coverage of a wider customer base and provides insight into smaller segments of the customer base (Santos et al., 2024).

### D. Online Marketing Communications

Online marketing communications have an important role for business people (Chaffey & Smith, 2022). The presence of the internet is a sign of progress in integrated marketing communication. The internet is also an interactive communication medium, which can be a business strategy. Therefore, the emergence of the internet is a support for the success of online marketing communications implemented by companies (Yunita et al., 2024).

The presence of the internet brings various benefits for business people (Bucovetchi & Vevera, 2024):

1. The presence of the internet can be used as a promotional medium for products or services produced at relatively more affordable costs and with a wider (global) reach.
2. The internet can function as a medium for online transactions
3. The presence of the internet can make it easier to send information to various parties more quickly.

### **Social Media Marketing**

Drury in (Horster, 2022) said that currently many people use social media as a marketing medium. Social media is a means of communication that supports marketing a business product quickly and is more profitable compared to marketing offline (Aktavika & Prapanca, 2023). Communication on social media is a good first step to increase brand awareness, increase brand recognition and recall, and increase brand loyalty (Zulqarnain et al., 2023).

### **Utilization of Instagram**

Social media is a facility for sharing information in the form of writing, audio, video and images (Tuten & Hanlon, 2022). In this research, the intended use is using Instagram as a marketing communications medium in conveying information to the public. The use of social media includes (Charlesworth, 2022):

- a. Through social media, personal branding can be built which in its implementation does not recognize fake popularity and tricks. This is because the public or audience determines it. Social media can also be used as a means for communication, discussion, and gaining popularity on social media
- b. Social media provides opportunities for closer interaction with consumers. This is because the form of communication on social media is more individual so that marketers can know the habits of their consumers and can interact personally.

### **Instagram Marketing**

Instagram comes from the words "insta" and "gram" where the word "insta" means sharing photos or videos quickly with other people (Solmecke, 2024). Instagram has had a positive impact and convenience for business

people, increasing the development of online shops (Faust, 2024). Through Instagram, business people can display photos or videos of their products or services so that they can attract consumer interest. Instagram marketing is a marketing activity carried out using all the facilities provided by Instagram with the aim of increasing sales and establishing better communication with consumers (CHUSNAINI & RASYID, 2022).

### **Marketing Communication Strategy Through Instagram Social Media**

Rafa'al (Trivedi & Pal, 2022) explains that in principle consumer behavior is influenced by consumer affection and cognition towards a product where these two factors can also be influenced by the environment and the stimulus provided by the product marketer himself. These varied consumer affections and cognition will later determine consumer behavior towards a product or brand. To produce the desired behavior, producers of a product implement a series of strategies that produce outcomes that not only increase sales results, but also increase brand awareness of the product.

Poetra and Christantyawati (Silvira & Riswanto, 2024) explain that the use of the Internet as a sales medium in this modern era, makes people continuously want to change and develop to meet all the demands of the global era. The change in online buying and selling patterns on the Internet is now increasingly spreading far and becoming a necessity or lifestyle of society in the era of modernization and which can provide benefits for both parties. Both consumers as buyers, admins or sellers get mutually beneficial benefits for both parties with this online shop media. Febriani (Anjani & Sudradjat, 2023) provides the view that loyal consumer behavior towards a product is of course beneficial for the producer, because consumers will continue to try to find the product they want. However, if consumers continue to have difficulty finding the product they want, then over time consumers will try other brands. Meanwhile, the behavior of consumers who are not loyal, or in other words, buying something not only because of habit, needs to pay serious attention to other aspects.

In managing a marketing communication system, effective and efficient strategy design and sales programs are needed. Sales promotion is an important part of a company's marketing communications strategy and sales promotion is a marketing activity that proposes the added value of a product (to get more than the existing value of the product) over a certain period of time in order to encourage consumer purchases, sales effectiveness or encourage other efforts. carried out by sales personnel according to

Hermawan (Wibawa & Maradona, 2022). Thus, promotions must be handled carefully because the problem not only concerns how to communicate with consumers but also concerns how much costs are incurred by business actors, of course this must be conditioned according to the capabilities of the business actor and the company.

Advertising activities are the main media for companies in supporting promotions where promotions have the main objective of attracting consumers to want to make purchases of the products offered, all costs that must be incurred by sponsors to carry out presentations and non-personal promotions in the form of ideas, goods or services for influence the audience. This promotional activity can be said to be the spearhead of promotional activities, this is because personal selling is a promotional activity that requires marketing to deal with consumers directly. Personal sales activities carried out professionally will really help achieve fantastic sales (Tantra, 2022).

Sales promotion prioritizes adding the value intensity of goods or services, this includes various aspects of marketing management, starting from improving product quality, distribution service quality for distributors, improving service quality for customers to make it better. Specifically, sales promotion programs include discounts, advertising financing assistance and bonuses from agents. This method tends to form a more positive image of the product being offered. A number of information about a person, organization or item that has been disseminated to the public using the media and is free of charge, and without supervision from sponsors. Riyadi, Sufa, and Susilo (Putra & Rochmaniah, 2023) explain that a positive image of the product offered produces a positive impact on sales of a product. Thus, promotion is a company activity that can be carried out in order to introduce a product to consumers so that with this activity consumers will be interested in making a purchase.

## **CONCLUSION**

Marketing communication strategies are continuous creative steps taken by a company to achieve the best marketing targets in order to achieve maximum consumer satisfaction. Marketing communication strategy is the method used by a company to realize the mission, goals and targets that have been determined by maintaining and seeking harmony between the various goals it wants to achieve, the capabilities it has and the opportunities and threats faced in its product market. Marketing communications via internet media can provide benefits in various fields. The marketing process via



internet media is able to make it easier for consumers to obtain the goods they want. One of the social media on the internet that is widely used by people as a marketing communication medium is Instagram. Utilizing the Instagram feature as a means of marketing communication strategy carried out by business owners is very helpful in increasing sales results.

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