

# Utilizing Instagram As A Promotional Media By Small And Medium Enterprises (SME) Arni Kripik Merauke

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**Abstract** - This study used a qualitative approach with the method of using a case study of a descriptive type. The purpose of the study is to determine the extent to which the benefits of using Instagram as a promotional media performed by Arni chips are appropriate in their use and whether the selection of social media Instagram as a means of promotion Already precise in accordance with the Merauke Arni, which social media has the most influence on the customers in purchasing a product, whether digital media presence affects consumer decisions in buying products, and whether Consumers get satisfaction in making product purchases through existing social media. The results of this study stated that the use of Instagram social media was not appropriate if it was done by Arni Kripik, because most of the respondents who responded more often using social media Facebook as a source of information Used to search for information including information about Arni Kripik. And from some of the media, Facebook is one of the most visited media and is also one of the media that has the influence for customers in making decisions.

**Keywords**-Digital marketing, social Media, purchasing decisions

## I. INTRODUCTION

The development of technology, the digital world and the Internet very rapidly affects the world of marketing, where traditional marketing that was initially done by the manual then changed to digital marketing (Aditya, Rahmi, & Purwana, 2017) Known as the digital era. Currently recorded internet users in Indonesia amounted to about 72, 7juta, seen from the number 95% of social media users are 72 million. 62 million social media users do their activities using a mobile phone.

The presence of social media in the field of digital marketing can be seen from two sides, namely the advertising side and the side of the social media user. From The Advertiser side, social media offers diverse content. Ads can not only be produced in text form, but also audia, visually, up to visual audio. Ad production and social media utilization also tend to cost less. Not only that, targets against prospective

consumers can also be determined based on the procedures of the devices that exist on social media [1].

Integrated Marketing Communications (IMC) is capable of enhancing the holistic consumer experience and creating a holistic brand value structure, which can unite the consumer's sensory, emotion, social and intellectual experiences (Nai-Wen Kuo).

Nowadays entrepreneurs and more people are using digital media in every activity because of the ease and function of digital media [2]. The marketing efforts currently undertaken using this electronic media aid are known as digital marketing. The prospect of digital marketing is getting bigger because potential buyers can easily access all sorts of information about the desired product and can make transactions over the Internet [3].

Small and Medium Enterprises (SMES) Arni Kripik is a SME that engages in various foods with the Home Industry method and one of its flagship products are intestinal chips that are made and made from chicken intestines. Located in Jalan Tidore, Seringgajaya District of Merauke, Arni Kripik still run the marketing process in its business both traditionally and digitally. In digital marketing, it still needs improvement and development in order to attract more buyers so that it can increase sales turnover.

The more convenience and functionality of digital media use, encouraging people to utilize and utilise digital media in every activity done. The world has moved towards the digital age so digital media plays an important role in increasing product sales from all companies [4].

Digital marketing is defined as a process that activates adaptive technology where companies collaborate with partners and customers to jointly create, communicate, deliver and support values for all The parties involved [5].

Almost all businesses and businesses that are moving today use the Internet and social media to market their products. Internet marketing is known as e-commerce or online marketing where social media is one of the most widely used social media in online marketing [6].

Instagram is a free-to-download photo and video sharing app for all mobile phone users based on iOS or Android. This Instagram app has several features, its own unique look and advantages that appeal to its users like interaction between

users with "comment " to comment on photos and" like " to mark that a user likes The displayed photo. Another feature is the hashtag as a category marker of a photo so it can be easily searched for other users according to the desired category so it can be seen by more users.

In addition Instagram can also connect to other social media such as Twitter and Facebook, it has video sharing feature for video sharing, and the latest feature is live streaming to display videos in realtime and IGTV to display videos with Longer duration.

Digital media such as social media is used as a source of information liked by consumers in today's digital era who want to find information and buy a product. The use of this digital media provides a positive influence for potential consumers in determining purchase decisions [7].

The purchase decision referred to above is an individual activity as a consumer that can influence, either directly involved in the decision making to make a purchase of a product [8].

Precise and directional digital marketing management is expected to increase sales and will certainly have a good impact on products that are ready to be marketed on a wider scale. Although the social media of Instagram has been used by the Merauke Arni chips as a digital marketing medium, its use is still not maximal and effective. This is seen from Postinga on daily status uploaded is still minimal and the number of followers is still categorized slightly. Interaction with the follower as a consumer is rare due to less interesting product content served in Instagram media.

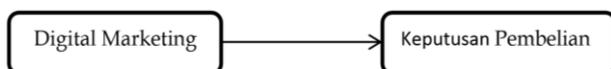
From some of the problems above, it is necessary to do scientific research to provide solutions to the problem. The purpose of this research is to know the extent of the use of Instagram as a promotional media conducted by Arni chips whether it is appropriate in its use as well as whether the selection of social media Instagram as a means of promotion is Right in accordance with Merauke Arni, which social media has the most influence on customers in purchasing a product, whether digital media is affecting consumer decisions in buying products, and whether Consumers get satisfaction in making product purchases through existing social media.

The research was conducted by the dissemination of the questionnaire to the 20 customers of the Merauke Arni. The results of this study can also be used as a benchmark for how it is right in the selection of digital marketing training topics about social media.

**II. RESEARCH METHODS**

The study uses qualitative methods with the type of case study, to obtain profound data, research on case studies using interview techniques, observations, as well as documentary studies. The study involved 19 respondents to assess whether digital marketing using Instagram social media influenced the Merauke's customer purchase decision.

The research models used are as follows:



In the disposal of the data, the researcher used the technique of a poll distribution to the target to be sampled in this study. With the sampling technique snowballsampling obtained as many as 20 respondents.

**III. RESULTS AND DISCUSSION**

In the research conducted involved 20 people as respondents to the assessment of whether the use of Instagram social media as a promotional tool done by Arni Krpiki is effective. From the results of the survey, there are 19 responses obtained by looking at the completeness of each given answer, seen respondents dominated by women who are as much as 68.4% compared to the number of male respondents only about 31.6 %. From these results can be seen that the consumer arni chips most in demand by women, although in principle in conducting the promotion or marketing activities, arni chips never divide the segment on the product.



Fig. 1. Respondent's gender

At the level of education that enters the theory is education at high school to graduate, the consumer most dominated at the high school education level with a total acquisition of 63% and then followed by the education level of Strata One with a figure of 21%, continued with the level of education Diploma with an achievement of 11% and in the last position occupied by a postgraduate education levels with a value of 5%. Thus, it can be seen that respondents with high school education have been able to access information about the product of Arni chips that are marketed digitally.

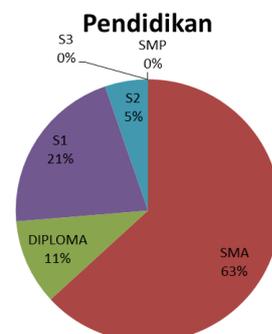


Fig. 2. Respondent Education Level

The type of work owned by the Reponden spread in 4 types of work. The first position was occupied by the type of work as an entrepreneurial of 26% and then followed by the Reponden with the type of work civil servant/TNI and police as much as 26%. In the third position of work owned by the respondent who also as a customer Arni Kripiki as a housewife. And in the last position of profession as an entrepreneurial, and the percentage of the other 10% more professionals.

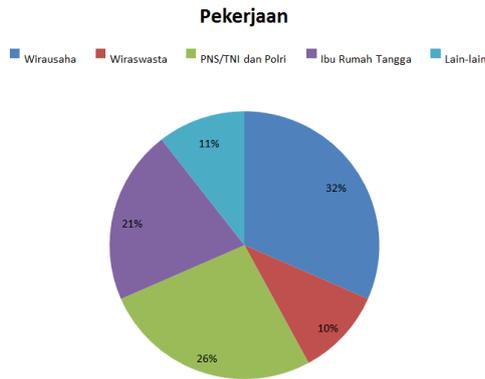


Fig. 3. Respondent work level

Based on the results obtained from respondents to the role of social media in terms of influencing their way of decision, all respondents say it agrees that the decisions they take are based on the role of social media.

2. Apakah dengan adanya media sosial mudah mempengaruhi anda dalam melakukan pembelian? Jelaskan !

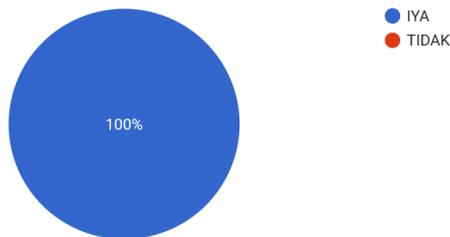


Fig. 4. Response to social media roles

The small business of Amikeripik Merauke uses several social media to conduct promotional activities of its products on an onlinen basis. The media that is often used include, Facebook, Instagram and WhatsApp. Of the three media used, the top position was occupied by the Facebook media by 60% followed by the media of Whatsapp in the second position of 25%. And in the third position is occupied by the Instagram media as a medium that is also used by consumers in accessing information about a 15% of the Arni chips.

3. Media sosial mana yang memberikan pengaruh lebih besar bagi anda untuk memutuskan membeli produk di arni kripik ?

19 tanggapan

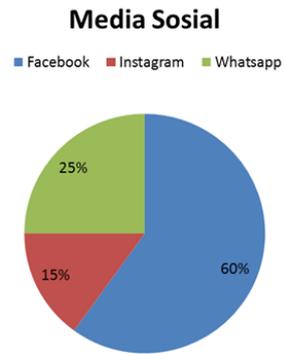


Fig. 5. The most influential Media

Respondents were also asked to answer the meeting about what kind of product was most in demand. It is intended to help the SME Arni chips in identifying which products are the most liked by consumers so that in the future it can determine the focus on the products to be produced. From the results of the questionnaire received the majority of respondents answered the intestinal chips product that became the most desirable product with the achievement percentage of 63% followed by the product of uric meatballs by 27%. Meanwhile, the products of ceker chips and Sambel Pecel are last ranked with a percentage of masig of 5%.

6. Jenis produk apa yang paling anda sukai dari arni kripik ?

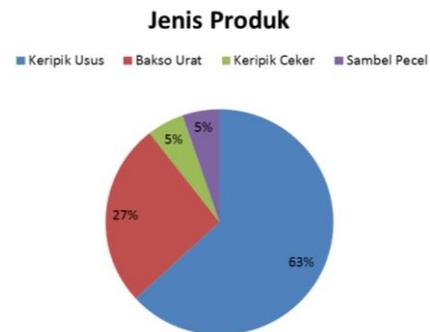


Fig. 6. The most influential Media

Respondents were also asked to answer how often they made the purchase of the product in Arni chips. The answers are quite varied, respondents answered with a "rare" answer of 15.8% with low percentage, while answering with the "occasional" category with the acquisition of a percentage of 36.8%. Unlike the one who replied with the category "often" obtained a percentage number of 47.4%. From the results above there is no respondent who replied "Never", it can be withdrawn a conclusion that all respondents are a regular customer of the Merauke, which has made repeated purchases.

7. Seberapa sering anda membeli produk arni kripik ?

19 tanggapan

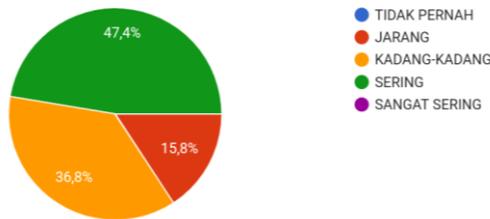


Fig. 7. Intensity of product purchase

IV. CONCLUSIONS AND SUGGESTIONS

Based on the research that has been done, it can be concluded that the use of Instagram social media is not appropriate if done by Arni Kripik, because most of the respondents who respond more often using the media Social media as a source of information used to search for information including information about Arni Kripik. And from some of the media, Facebook is one of the most visited media and is also one of the media that has the influence for customers in making decisions.

As additional information for Arni chips, that based on the results obtained from respondents said that the most sought-after products are intestinal chips that become one of the products Priadona Merauke Society.

The results of this research can also be used as an input material and advice to use as one of marketing strategies and to determine the target of the future Arni market.

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