The Effects of Instagram Video in Property Company Communications: Analysis of Instagram Account of BSD City, Alam Sutera, and Summarecon Serpong

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ABSTRACT

We now live in the Industrial 4.0 era, where many industrial practices are combined with the latest smart technology. This phenomenon also impacts the property industry, with the interactive social media Instagram being used to establish relationships and communications with the public. Photos, infographics, and videos in Instagram Feed feature are used. The public then responds with views, likes, and comments. This study was conducted to assess the Company's social media communications in audio/video format and public responses. The methodology used is a content analysis of 3 property industry Instagram accounts. The information obtained is further analyzed using Linear Regression. In some cases, it was found that Instagram contents that use audio/video format affect the likes obtained.

Keywords: Instagram, Content analysis, Media format, Instagram video, Property industry.

1. INTRODUCTION

1.1. Background

Currently, we live in the era of the Fourth Industrial Revolution or Industry 4.0 where the continuous transformation of manufacturing and industrial practices has been combined with the latest smart technology [1]. One of the consequences is the spread of social networking sites, applications that allow users to connect with other people via the network to share information [2], [3].

These sites vary in type, but their main features are links and networks [3]. One of the social networking site is Instagram, which mainly uses images. For its users, Instagram is more than just a status update for the accounts they follow, but a window where they can actually see what the account owner is doing [4].

Instagram itself in 2013 launched a video-sharing feature that allows users to share audio-visual content, not just visuals [5].

1.2 Problem Statements

According to Aslam, there are 2 (two) million advertisers per month on Instagram, and there are 25 (twenty-five) million business profiles in 2020 [6]. Users often receive so much visual information that they tend to pick and choose contents to view, which ultimately makes Instagram a place for producers to scramble for consumer attention. In order to attract consumer attention, businesses must be able to break through this noise [5].

It is crucial for businesses to develop an effective visual strategy that can hold the consumer's attention long enough to absorb the information needed to be conveyed before they scroll through to view other photos [7].

In the property industry, there are several studies that show this industry is lagging behind in terms of marketing strategies compared to other industries. According to research by Fah & Cheok (2014), branding in the consumer product market, especially in Fast Moving Consumer Products (FMCP), is more dominant and established than property market branding, which is arguably lagging behind [8]. According to Pfrang (2010),

most of the branding activities for Property revolve around marketing for sales and leasing, such as making names and taglines, designing logos, and putting up web pages [9].

In terms of social networking site followers, property industries are lagging behind other businesses as shown in table 1.

Table 1 Instagram official account follower numbers. (As of August 2020)

Account Owners	Followers	Industry
BSD City	1,693	Property
Alam Sutera	16,000	Property
Summarecon Serpong	17,000	Property
Vans Indonesia	1,000,000	Apparels
Walls Ice Cream	278,000	Food
Wendy's	111,000	Food

BSD City, Alam Sutera Realty, and Summarecon Serpong are three neighboring property development located in Tangerang and Tangerang Selatan, Banten Province, Indonesia. Their Instagram accounts are the object of the research.

1.3 Research Objectives

Table 1 shows the potential that exists in the public that can be managed to promote the marketing activities of property industry companies. But to engage them takes activities that are not just making a name and promo tagline, designing a logo, and creating a website can be more effective in engaging the public. Instagram, with its image and audio/video capabilities, is one of the platforms to explore. This research studies whether the use of audio/video as Instagram content has an effect in reaching more members of the public.

1.4 Literature Review

1.4.1 Social Media Accounts and Branding

Schivinski and Dabrowski (2014) stated that Social Media Communication has a positive impact on Brand Attitude [10], where Brand Attitude according to Mitchell and Olson (1982) is a person's assessment or evaluation of an object, including products with Brands [11].

Social media accounts also influence Brand Advocacy. According to Wallace et al., 2012, the more someone likes a brand on their Facebook profile, the bigger their Brand Advocacy will be [12]. Keller (1993) defines Brand Advocacy as a positive tone communication by consumers about a brand that will

accelerate the acceptance and use of that brand's product [13][14].

Based on previous studies, positive sentiment on the communication of a brand (liking it) will also have a positive effect on Attitude and Advocacy for the brand. Therefore, the number of "Likes" that content gets on an official Instagram account needs to be examined and used as an indicator.

1.4.2 Media Richness Theory

The Media Richness Theory states that communicators should use the channels suitable with the information contents [15]. The richness of the media itself refers to the capacity of a media to convey information. And according to this theory, the richness of a medium is judged by four characteristics: the speed of feedback, the ability to convey the personality of conveying information, the availability of various types of signs, and the variety of languages used [16].

A medium is said to be "rich" if it uses several modalities at once. Information conveyed with various modalities such as audio and visual, is richer than audio-only or visual-only content, and many studies have been done regarding the Media Richness Theory and its effect to the object of the communication, with different results.

Modalities used together can be more effective in communicating the brand, for example, the effect of presentation modality on consumer attention to the brand [17], on trust in advertising [18]. Chen and Chang's research, 2018, states that cues such as images, audio, and movement simultaneously will make it easier for consumers to digest information cognitively, which allows them to remember it and make it easier to make decisions [19].

A study by Kahai & Cooper (2003) suggested that "In general, it was found that richer media can have significant positive impacts on decision quality when participants' task-relevant knowledge is high." So a richer media can help if a person is familiar with a certain subject [20].

Tseng's research (2019) found that in the AISAS spectrum (attention, interest, search, action, and share), media richness has a greater influence on the three early stages of AIS in while having a lower impact on the later stages of AS [21].

Thus, it seems that while both research by Kahai and Tseng agree that richer media is more effective, they actually contradict each other in the terms of the stage of effectiveness, with Kahai & Cooper found that richer media is effective at the later stages of relationship, and Tseng suggested that richer media has more impact at the early stages of a relationship.

But according to Badger, Kaminsky, and Behrend in their research in 2014, richer media is not as effective as less rich media. They found that "Participants who viewed the low-richness site recalled more factual information about the organization; richer media (such as interactive virtual environments) may not be as effective as less rich media in conveying information." [22].

With those results, this study aims to investigate the impact of media richness on the public's response to the contents posted on Instagram account owned by property companies, in this case, BSD City, Alam Sutera Realty, and Summarecon Serpong. Specifically whether richer media (Audio/Video) draws more positive responses (Likes) than less-rich media (Still Images).

For those three Company's Instagram accounts, three hypothesis are proposed:

- H1: For BSD City, contents with audio/video media formats will affect getting more responses from Instagram users.

- H2: For Alam Sutera Realty, contents with audio/video media formats will affect getting more responses from Instagram users.

- H3: For Summarecon Serpong, contents with audio/video media formats will affect getting more responses from Instagram users.

2. METHODOLOGY

In several ways, this study follows the steps of Kusumasondjaja's (2020) research [5].

2.1 Content Analysis

In this study, Content Analysis was used to gain an understanding of activities on Instagram accounts, especially those related to Media Format (Media Richness Theory) then the Linear Regression method was used to analyze the relationship between the concepts studied, namely Media Format, and "Like".

For the purposes of this content analysis, the data were captured from June 1st, 2020 to July 31st, 2020, from 3 (three) Property Industry Companies totaling 261 posts.

Table 2 Number of Posts (June 1st – July 31st, 2020)

Account Owners	Instagram Posts
BSD City	52
Alam Sutera	83
Summarecon Serpong	127
Total	262

2.2 Coding

For analysis, Coding for Media Format was developed as independent variables (MFC). Binary coding (0 and 1) is used here. The number 0 represents the media that is "non-rich", in this case Still Images, and the number 1 for "rich" media in this case Audio and Video.

Table 3 Coding

Varia-ble	Classifi-cation	Coding	Operationalization
Media Format	"Non-Rich" Media	0	Contents featuring Still Images
	"Rich" Media	1	Contents featuring Audio and Video

3. RESULTS

3.1 Analysis

The results of the analysis is shown in Table 4

3.1.1 BSD City

During the observation, the post with the most Likes (686) in BSD City's accounts was a video clip featuring testimony/endorsement of Donna Agnesia, a celebrity, while the post with the least (3) likes was an advertisement in the format of a still image.

Figure 1 The post with the most Likes (686) on BSD City's account was observed during research. A video clip featuring testimony/endorsement of Donna Agnesia, a celebrity, posted on June 26, 2020.

Table 4 The ratio of Audio / Video and Still Image contents and Likes: (June 1st – July 31st, August 2020)

	Contents			Like		
	Still Image (0)	Audio / Video (1)	Total Posts	Still Image (0)	Audio / Video (1)	Total Likes
BSD City	38 (73.1%)	14 (26.9%)	52	684 (35.2%)	1260 (64.8%)	1944
Alam Sutera	66 (79.5%)	17 (20.5%)	83	2447 (82.1%)	532 (17.9%)	2979
Summarecon Serpong	107 (84.3%)	20 (15.7%)	127	8117 (89.5%)	952 (10.5%)	9069

Figure 2 The post with the least Likes (3) on BSD City's account observed during research. An advertisement to sell a product of the company in the form of a still image posted on July 28, 2020.

Table 4 shows that with smaller numbers of posts (14 (26.9%) : 38 (73.1%)), Audio/Video contents managed to get many more Likes, almost twice the Likes of Still Image posts (1260 (64.8%) : 684 (35.2%)).

Table 5 Mean (BSD City, June 1st – July 31st data, August 2020)

MFC	Mean	N
0 (Still Images)	18.00	38
1 (Audio/Video)	90.00	14
Total	37.38	52

Table 5 shows that for every Still Image content (MF Coding = 0) there are an average of 18 likes, and for every Audio/Video content (MF Coding = 1) there are an average of 90 likes.

Overall, for every content at BSD City Official Instagram there are an average of 37.38 likes.

The Model Summary in table 6 shows the R value representing the correlation coefficient, which is 0.287. It can be interpreted that the relationship between the two research variables is in the weak category. This table also shows the R Square value of 8.3% which can be interpreted that the Media Format independent variable (MFC) has 8.3% contribution effect on the dependent variable Like (MRL), while the other 91.7% is influenced by other factors than the Media Format variable [23].

Table 6 Linear Regression (BSD City, June 1st – July 31st data, August 2020)

Model Summary			
Model	R	R Square	Adjusted R Square
1	.287[a]	.083	.064
a Predictors: (Constant), MFC			

Table 7 Table of Correlations: (BSD City, June 1st – July 31st data, taken on August 2020)

Correlations			
		MFC	MRL
MFC	Pearson Correlation	1	.287*
	Sig. (2-tailed)		.039
	N	52	52
*Correlation is significant at the 0.05 level (2-tailed)			

Table 7 (Correlations) shows a Significance value (Sig.) of 0.039, with the provision that with the Sig. <0.05, the regression model is linear. Thus the regression equation model based on the research data is significant; that is, the linear regression model has met the linearity criteria [23]. This means that between the Media Format (MF) and Like (MRL) variables there is a significant linear correlation, if one variable is increases, the other variables will also increase.

Therefore the hypothesis H1 is confirmed.

3.1.2 Alam Sutera

During the observation, the post with the most Likes (102) in BSD City's account was a still image post featuring an announcement/advertisement, while the post with the least (15) likes was a PSA in the format of a still image.

Figure 3 The post with the most Likes (102) in Alam Sutera Realty's account observed during research, a still image post featuring an announcement/advertisement about one of the company's products being sold out, posted on June 25, 2020.
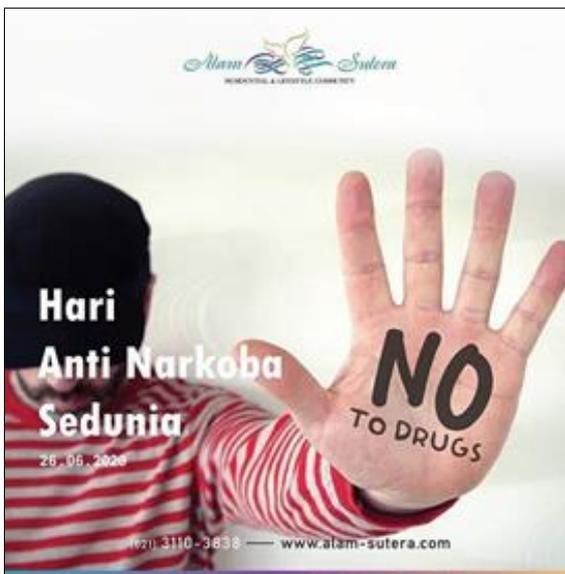
Figure 4 The post with the least Likes (15) in Alam Sutera Realty's account observed during research, a still image post featuring International Anti-Drug Day Public Service Announcement, posted on June 26, 2020.

Table 4 shows that the ratio of Audio/Video and Still Image posts (17 (20.9%) : 66 (79.5%)), are proportionate to the ratio of Likes they generated (532 (17.9%) : 2447 (82.1%)). So in the case of Alam Sutera Instagram, there are no advantages in using Audio/Video contents or richer media.

Table 8 Mean (Alam Sutera Realty, June 1st – July 31st data, August 2020)

MFC	Mean	N
0 (Still Images)	37.08	66
1 (Audio/Video)	31.75	16
Total	36.04	82

Table 8 shows that for every Still Image content (MF Coding = 0) there are an average of 37.08 likes, and for every Audio/Video content (MF Coding = 1) there are an average of 31.75 likes.

Overall, for every content at Alam Sutera Realty Official Instagram there are an average of 36.04 likes.

Table 9 Linear Regression (Alam Sutera Realty, June 1st – July 31st data, August 2020)

Model Summary			
Model	R	R Square	Adjusted R Square
1	.150[a]	.022	.014
a Predictors: (Constant), MFC			

The Model Summary in table 9 shows the R value representing the correlation coefficient, which is 0.150. It can be interpreted that the relationship between the two research variables is in the very weak category. This table also shows the R Square value of 2.2% which can be interpreted that the Media Format independent variable (MFC) has 2.2% contribution effect on the dependent variable Like (MRL), while the other 97.8% is influenced by other factors than the Media Format variable. [23]

Table 10 Table of Correlations: (Alam Sutera Realty, June 1st – July 31st data, taken on August 2020)

Correlations			
		MFC	MRL
MFC	Pearson Correlation	1	-.150*
	Sig. (2-tailed)		.179
	N	82	82

Table 10 (Correlations) shows a Significance value (Sig.) of 0.179, with the provision that with the Sig. <0.05, then the regression model is linear. Thus the regression equation model based on the research data is

not significant, that is, the linear regression model has not met the linearity criteria [23].

Also the Pearson Correlation shows a negative value (-0.150) which means there is an inverse correlation between the two variables.

Therefore the hypothesis H2 is not confirmed.

3.1.3 Summarecon Serpong

During observation, the post with the most Likes (214) in Summarecon Serpong's account was scenic night-time photograph, while the post with the least (22) likes was an advertisement in the format of a still image.

Figure 5 The post with the most Likes (214) in Summarecon Serpong's account observed during research, a still image a still image post featuring a Night time photography of a spot in the Company's area, posted on June 12, 2020.
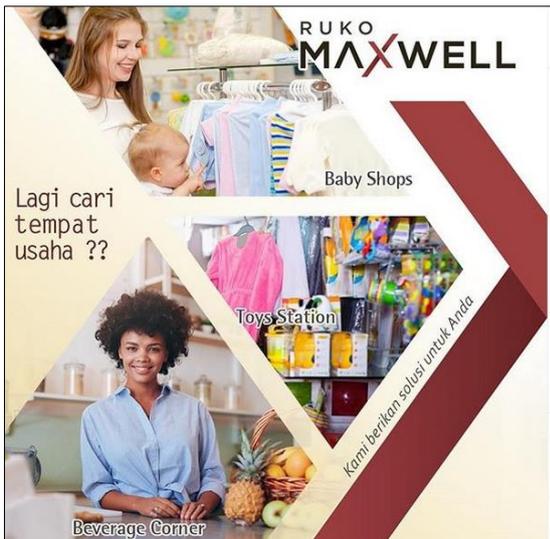
Figure 6 The post with the least Likes (22) in Summarecon Serpong's account observed during research, a still image post featuring one of the company's products, posted on July 18, 2020.

Table 4 shows that the ratio of A/V and Still Image posts (20 (15.7%) : 107 (84.3%)), are proportionate to the ratio of Likes they generated (952:8117 / 17.9%:82.1%). So in the case of Summarecon Serpong Instagram, there are no advantages in using Audio/Video contents or richer media

Table 11 Mean (Summarecon Serpong, June 1st – July 31st data, August 2020)

MFC	Mean	N
0 (Still Images)	76.04	105
1 (Audio/Video)	47.60	20
Total	71.49	125

Table 11 (Mean) shows that, for every Still Image content (MF Coding = 0) there are an average of 76.04 likes, and for every Audio/Video content (MF Coding = 1) there are an average of 47.60 likes.

Overall, for every content at Summarecon Serpong Official Instagram there are an average of 71.49 likes

Table 12 Linear Regression (Summarecon Serpong, June 1st – July 31st data, August 2020)

Model Summary			
Model	**R**	**R Square**	**Adjusted R Square**
1	.251[a]	.063	.055
a Predictors: (Constant), MFC			

The Model Summary in table 12 shows the R value representing the correlation coefficient, which is 0.251. It can be interpreted that the relationship between the two research variables is in the weak category. This table also shows the R Square value of 6.3% which can be interpreted that the Media Format independent variable (MFC) has 6.3% contribution effect on the dependent variable Like (MRL), while the other 93.7% is influenced by other factors than the Media Format variable [23].

Table 13 Table of Correlations: (Alam Sutera Realty, June 1st – July 31st data, taken on August 2020)

Correlations			
		MFC	**MRL**
MFC	Pearson Correlation	1	-.251*
	Sig. (2-tailed)		.005
	N	125	125

Table 13 (Correlations) shows a Significance value (Sig.) of 0.005, with the provision that with the Sig. <0.05, then the regression model is linear, thus the regression equation model based on the research data is significant, that is, the linear regression model has met the linearity criteria. (Hidayat, 2012)

However the Pearson Correlation shows a negative value (-0.251) which means there is an inverse correlation between the two variables. In this case, the linearity criteria is fulfilled but inverted.

Therefore the hypothesis H3 is not confirmed.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

Similar to previous studies investigating the impact of Media Richness with differing findings, this study also showed different results from one account to another. It was found that the Media Richness Theory can be proven to apply to the Instagram Accounts of BSD City but not to Alam Sutera and Summarecon Serpong.

4.2 Recommendations

4.2.1 Academical Implications

Research needs to be continued by examining whether this phenomenon occurs in other property companies to get a more complete picture, and by investigating further what other factors, concepts and theories may improve the businesses' communication and engagement with the public.

4.2.2 Managerial Implications

4.2.2.1 BSD City

Although the hypothesis about this Company's account was proven, the results still show relatively weak impact of Media Format posts on the Likes gotten, so other variables still need to be explored. From preliminary observation, the Celebrity Endorsement posts might be a factor worth investigating.

4.2.2.2 Alam Sutera

The Company's Audio/Video Instagram posts do not significantly impact getting more Likes from visitors, so that is a managerial direction worth exploring. Also, from preliminary observation, the amount of Likes that the Company's posts generate does not fluctuate very much, so it is recommended to study the Company's strength in Brand Equity and Brand Attitude.

4.2.2.3 Summarecon Serpong

The Company's Audio/Video Instagram posts do not significantly impact getting more Likes from visitors, so that is a managerial direction worth exploring. The Company frequently invites users to submit their photos to post at the Official Instagram feed, which from preliminary observation, generates a substantial number of Likes, so this practice can be expanded to include high-quality videos.

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