

# Marketing Strategies Through Instagram to Increase Sales

(Study on Description on The Account @berkahsay)

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## ABSTRACT

Development of Information Technology is growing strong right now and support all activities of small business also large business. This situation will have a great benefit for them. Beside the opportunities of technology, the threat of number competitor is a consideration for all entrepreneur to jump on the market. Marketing strategic become a key activity to attract and get a space on market. Digital Marketing is one of the marketing media that is in great demand today. One by one, small business left the traditional strategic and start to switching to modern marketing strategic, they no longer knock door but offer product from 5'inc screen where easily to reach. The purpose of this study is analyzing the driving factors for online entrepreneurs @berkahsay using Instagram as a promotional medium and analyze how to do promotions through Instagram media. In the presence of Covid-19, masks have always been or have become a community need, so the sale of these masks is very supportive.

**Keywords:** *Digital Marketing, Instagram*

## 1. INTRODUCTION

Development of Information Technology is growing strong right now and support all activities of small business also large business. This situation will have a great benefit for them. Beside the opportunities of technology, the threat of number competitor is a consideration for all entrepreneur to jump on the market. Marketing strategic become a key activity to attract and get a space on market. Digital Marketing is one of the marketing media that is in great demand today. One by one, small business left the traditional strategic and start to switching to modern marketing strategic, they no longer knock door but offer product from 5'inc screen where easily to reach. Digital Marketing provide communication and transactions can be carried out at any time or in real time and can be global or global [1]

The development of the internet today greatly affects the economy because buying and selling transactions currently use technology that is practical, easy and flexible, namely via the internet, no longer as before face to face or through telephone and post media if you want to make buying and selling transactions. Promotion is an element of the marketing mix which acts as an intermediary between sellers and buyers through media communication. Many companies are currently switching from conventional media to digital-based media, social media is one of them. Facebook, twitter, Instagram and Tiktok are the

platforms that used today, social media is also a place to communicate with consumers and also wider market reach. Product identity or brand image also built through social media. 80% of Indonesian used social media on their daily basis, so this consider as an effective platform today. This kind of marketing or sales system can reach the whole world at the same time without having to set up branch offices in all countries. In addition, it can also be done 24 hours without stopping. With only a computer unit connected to the Internet, the company can market its products. [2]

Instagram has many users because of its easy to used to shared photos and videos in an attractive style. Users can take a lot of filters or even more photos that change the color and give the photo a different feel. Instagram provides a new way of communicating on social networks through photos. The concept of a social network with follow, like, and popular photos that make Instagram more and more users. However, the purpose of making Instagram is not just a photo application, but a new way of communicating through images and is a different kind of communication, because the photo processing application is a tool [3].

The development of marketing, Internet Marketing is a tool that is being widely discussed and used in all regions. Many business people have started to develop businesses that used to be managed offline starting towards online, one of which is by utilizing social media as a means of marketing products online to

consumers, which is commonly referred to as social media marketing. In a pandemic rightnow, one of the most sought-after products is a mask. The use of masks is part of a comprehensive series for prevention and control that can limit the spread of the COVID-19 virus. Masks can be used either to protect a healthy person or to control the source. Because masks are now an essential item, many people continue to innovate to make mask users more comfortable, such as the existence of a mask strap that makes it easy to hang or hang masks when the mask is not in use. Mask strap or mask strap is a long mask strap, made of beads, knitting, pearls and a long chain that is becoming a trend for wearing masks. For the usual size, the length of this rope is 50cm-70cm. Previously, before the season when wearing masks, this rope was used to complement the glasses for the elderly, now it seems as if they have become an official partner for using masks during the pandemic. The popularity of strap masks rose when celebrities started wearing them. Besides being able to beautify their appearance because they are suitable for accessories, mask straps or mask straps are considered more practical because users do not need to remove and store masks in pockets or pockets. Based on the description above, BERKAHSAY's mask and strap mask products have the opportunity to be marketed on Instagram social media.

## **2. LITERATURE REVIEW**

In a social media marketing strategy there are five elements of promotion or what is called the marketing mix. According to [6] there are five promotions. Advertising, sales promotion, public relations, personal selling and direct marketing. In the promotional strategy, using Social Strategy for product promotion in social media is a connectivity so that the relationship between the owner and consumers and customers can be established continuously. Mikolaj Jan Piskorski (2011) explains that social strategy creates or generates good relationships such as social platforms by introducing and having 3 important components as follows: (1) Reducing costs or increasing customer participation to pay for what they want. (2) Build and strengthen relationships with customers. (3) Customers are willing and free to promote on behalf of the company with satisfaction obtained

The implementation of the impact model strategy in the message delivery procedure is a collection of activities from an organization that includes the determination of ideas, planning and implementation

within a certain period with the help of the work team as implementing ideas that have been conceptualized in achieving goals. especially the use of social media such as whatsapp, Instagram, marketplace can provide a very large impact benefit in the marketing role of the tumbler product that the owner has developed. The advantages are faster, more effective and efficient and make it easier for buyers to make purchase transactions. The disadvantage of the impact model strategy, especially through social media, is the need for an internet connection and the need for knowledge of how to make online purchase transactions

Instagram, which is an application for various images, has now developed into one of the most effective marketing tools in selling blessing products. This effectiveness cannot be separated from the images that are shared through the Instagram account. Visual power is considered to have more appeal to bring consumers to convert compared to other ways. Instagram's new feature, namely Insta Story, can help sellers to interact with potential consumers directly. Insta Story is a feature that allows users to take photos, videos, add effects and layers and add them to the Instagram Feed. Content uploaded to user stories has an expiration period of 24 hours. Because usually, consumers tend to look for Online Shops that provide the best service, always respond to comments or messages and establish good relationships with consumers. The existence of this Instagram feature really helps sellers to understand consumer desires. Insta Stories can also be used as a tool to collaborate with other brands or influencers.

## **3. RESEARCH METHODS**

This paper is qualitative research using explanatory method for every marketing strategic aspect. The scope of marketing strategy is quite broad, including strategy to face competition, product strategy, price strategy, place strategy, and promotion strategy. According to Tull and Kahle, Marketing Strategy is an important step to develop a plan to achieve company goals by researching the competitor power and how the market conditions that will be entered. It can be said that marketing strategy is a dynamic and innovative process for companies to be able to enter the market, built brand awarenesses to form consumer loyalty both through conventional and modern methods, in this case is digital marketing. Marketing Strategy through social media Instagram is a good way to increase sales, and not too expensive for promotion costs. But there are still other obstacles in the use of Instagram and solutions that must be done by blessing.

Instagram owners or business owners must be more active in updating Instagram so that Instagram can always be opened, because if it's not too updated, the account can't operate as it should. Therefore, the owner of the blessing Instagram must always be active in using Instagram and look for followers on Instagram who have a lot of followers, namely celebrities, public figures and public figures.

**4. RESULT AND DISCUSSIONS**

**4.1 Marketing Strategic**

Berkahsay' product is promoted on the @infobarkasmalang account which has a total of 59.7k followers and is known to the people of the city of Malang so that many see the blessing product. Interested people will also find out online shops that sell these products, by clicking on the online shop account that is tagged in the photo and it is possible that the followers of blessing will increase so that Berkahsay' products will be widely known by the public.

**4.2 Product Price**

In order to be successful in marketing a product or service, every company must set the right price. Price is the only element of the marketing mix that provides income or income for the company while the other three elements of product, distribution and promotion cause costs or expenses. The production concept according to [4] argues "that consumers will choose products that are available everywhere and cheap". In pricing activities within a company, there are several forms of price adjustments made, according to [5] including the following:

Discount

1. Promotional Price or Skimming Price
2. Price Discrimination

The following price on @berkahsay

Table 1 Product Price

Variant	Cost	Selling Price
Mask	10.000 rupiah/pax	Rp. 15.000/pax
Plain strap mask	Rp. 5.000/pcs	Rp. 10.000/pcs
Motif Strap Mask	Rp. 6.000/pcs	Rp. 10.000/pcs

**4.3 Marketing Mix**

**A. Product**

A product is anything that can be offered for attention, skill, use or consumption to satisfy consumer' needs or wants. Sometimes we use other terms for products, such as offerings and solutions [6]. In this observation, the author took products in the form of Sensi Masks and Mask Straps (a strap is worn for masks) because in pandemic conditions like now, one of the most sought-after products is masks. The use of masks is part of a comprehensive series for prevention and control that can limit the spread of the COVID-19 virus. Medical masks and cloth masks can be used either to protect a healthy person or to control the source. Because masks are currently one of the essential items, many people continue to innovate to make mask users more comfortable, such as the existence of a mask strap that makes it easy to hang or hang the mask when the mask is not in use

**B. Place**

According [4] Place is a variety of activities carried out by companies to make their products easy to obtain and available to target consumers. A strategic place is very important in marketing in distributing products to consumers. Because this writer is still starting again to do business, especially in the city of Malang, so the author is still online to do business, therefore the business that is currently running is still at home or rented. But don't worry, the author will accept anything from consumers for requests to pick up goods, which can be taken directly to the house, via online motorcycle taxis or COD.

**C. Promotion**

Providing information about a product to consumers is a dominant factor in marketing. When running this business the author chose a platform for promotion on the @infobarkasmalang instagram account, because most of the followers or followers of that account are people who are in the Malang area so that their market share is easy to reach. The following is the promotion or paid promote on the @infobarkasmalang account:



Figure 1 Promotion Content @infobarkasmalang

4.4 Instagram Content

Social media has become the main pillar in the delivery of information such as being used to socialize programs and policies, introducing products and their potential, and improving the image of social media that can be used as a means of community learning [7]. The existence of social media, communication and dissemination of information occurs very quickly so that a consumer will become more and more eager to find out information quickly and can be accessed whenever desired. Since the emergence of this, the community has become more easily connected to interact with each other [8]

Currently, online social media such as Facebook, Instagram, YouTube, Twitter and others have even changed the lifestyle of a consumer [9].

In this picture the number of visitors to the story taken can be seen up to 653 people who saw activities via stories from various regions. Here's the story viewers for those taken in the picture above when the @berkhsay account held a promo or product price discount and at that time also did a PaidPromote so that visitors went up faster and also influenced product orders. From those researched by the author, the most visitors to the story were when they were holding a promotion or paid promotion.

The following is data from the Instagram account @berkhsay, most of which are from the city of Palangka Raya and followers are on average 18-24 years old and 87% are female. For fans, the average age is teenagers, because the products or goods sold by this account also reach teenagers and most of their followers in the Palangkaraya area because before this account was changed to

@berkhsay this account started from an online shop



domiciled in the city of Palangkaraya

5. CONCLUSION

Marketing strategies are needed so that planning can be carried out efficiently and specifically. Therefore, every business or business must be considered in terms of marketing strategy because it will affect the planning that will be made. Online Shop @berkhsay uses a marketing strategy that focuses on Instagram to increase sales. Currently, it is very effective compared to WhatsApp, the author uses paid promotions to develop products on the @berkhsay Instagram account. For products, choose Mask and Strap because currently these two products are needed for everyone, so for writers it is very good to be developed in a business.

Another marketing strategy applied at the @berkhsay online shop is using product discounts or giving away products for free to potential buyers who buy with certain conditions that have been determined by the author. This strategy is used so that the goods run out quickly or sell even though the profit is not much.

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