

Snack Product Promotion Content on Instagram

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Abstract—One of the communities of business actors who are trying to survive in the conditions of the Covid 19 pandemic, namely MSME DAK 2020 which is in Bandung Regency. These MSME actors promote culinary products in the form of snacks through Instagram. This article is the result of research on Product Promotion Content on Instagram. The purpose of the study was to analyse the form of product sales promotion, types of product information, and inhibiting factors in product promotion and efforts to overcome them. The research method used is a case study. Data collection techniques in the form of literature study, in-depth interviews, and observation. The research informants are six business actors who are members of the DAK 2020 MSME business community. The results of this study found sales promotions in the form of discounts, free shipping, and giving bonuses to consumers who buy products in a certain amount, the types of product information in the form of education, entertainment, and reviews from consumers. The inhibiting factor in product promotion is that business actors lack knowledge in managing Instagram, and efforts to overcome this are by increasing the activity of business actors in participating in training on the use of Instagram as a product promotion media.

Keywords—*promotional content, culinary products, MSME business actors, instagram, pandemic Covid 19*

I. INTRODUCTION

During the Covid 19 pandemic, product promotion through Instagram has become a necessity, because when direct interaction between business actors and consumers is limited, business actors need media to connect with the market, product promotion through Instagram is one alternative to achieve this goal.

The development of communication technology is so rapid, product promotions have also undergone adjustments, meaning that promotions do not only rely on traditional media, but are supported by the use of new communication media, namely through Instagram. When there was a global Covid 19 outbreak, the Government asked the public to do activities at home, this caused changes in product marketing communications, and consumer behavior. The condition of consumers staying at home encourages business actors to actively communicate with consumers by using Instagram as a product promotion media. Forms of promotional activities

include sales promotion, direct marketing, and word of mouth [1]. Social media that can be used by business actors include websites, Facebook, and Instagram.

The DAK 2020 MSME business actors in carrying out product promotions carry out three activities, namely the form of product sales promotion, types of product information, and inhibiting factors in product promotion and efforts to overcome them. Based on this explanation, it is necessary to do research on product promotional content through Instagram.

II. PROMOTION CONTENT

Promotional content on Instagram in this study focused on sales promotion, types of information, and inhibiting factors in promotion and efforts to overcome them. Promotional activities are part of marketing communication activities, namely the means used by companies to inform, persuade, and remind consumers about the products and brands being sold [2]. Promotion will be effective if business actors, among others, determine promotion objectives and design messages. The purpose of promotion is that consumers have high satisfaction, good word of mouth, and purchases are the result of a long consumer decision-making process. As for designing promotional messages in which business actors compose messages in which there is attention, maintain interest, arouse desire, and drive action [3,4].

Promotion has three objectives, namely disseminating information, influencing to make purchases, or attracting consumers, and reminding the public to make repeat purchases [5]. Another promotion goal put forward by Alma [6] is to provide information, attract attention, and influence sales. Mursid [7] adds that the promotion objectives are long-term goals including building the company's good name; educate consumers; and create a high reputation of a product, and short-term goals include increasing sales; announce the location of the agent; and announce product changes or improvements.

Sales promotion is an activity that stimulates the action of buying a product quickly or the occurrence of a purchase in a short time. This sales promotion is directed to trade, as well as to consumers [8]. The purpose of sales promotion is to attract new buyers, giving gifts or rewards to existing consumers or customers, increasing repeat purchases from old customers, preventing consumers from running to other brands,

popularizing brands, or increasing loyalty, and increasing short-term sales volume to expand long-term "market share" [9]. The benefits of sales promotion are to communicate, namely, to provide information that can attract the attention of consumers to be interested in buying products; providing incentives in the form of contributions or encouragement that can provide added value for customers, and invitations that expect consumers to immediately make purchase transactions [1]. Classification of sales promotions, namely consumer promotions include coupons; free samples; present; and sweepstakes, trade promotions, including discounts; merchandise, equipment assistance, or other incentives for retailers or wholesalers; and sales promotions such as sales contests [1].

Information is a recording of observed phenomena, or in the form of decisions made, and the functions of information include increasing knowledge, reducing uncertainty, reducing the risk of failure, and reducing diversity [10]. The type of product information presented on Instagram must meet the aspects of being accurate, timely, and complete. Accurate information means information that is clearly seen from the aspect of intent, source, and in accordance with the actual situation; time-placed information means that information must be available when needed to solve problems; and information will be valuable if it is presented in full in a broad scope [11]. For product information on Instagram to gain the trust of consumers, the message must meet the criteria of integrity, benevolence, competency, and predictability. Integrity is honesty and competence to keep promises from. Integrity is related to the seller's habits in doing business which can be seen from the aspects of fairness, fulfillment, loyalty, openness, relevance, and reliability. Benevolence (kindness), where the information submitted by the seller is in accordance with the interests of consumers such as containing attention and motivation. Competence is the seller's ability to meet various consumer needs such as providing, serving, to security in transactions. Predictability where consumers can anticipate and predict the seller's performance, the seller must be able to provide certainty of the product to be sold including the seller's self-image, and the consistency of the seller's behavior [12].

Promotional inhibiting factors include business actors being less active in communicating with potential customers, less use of communication media, limited human resources [4,1]. Business actors who lack knowledge in managing Instagram, are a separate obstacle, in addition to environmental factors, such as during a pandemic, where restrictions on interaction become obstacles in promotion. Therefore, business actors need media, one of which is Instagram to communicate with consumers. Nasrullah [13] explains that Instagram is used as a place for activities, sharing, and other people can see what is being shared. Features in Instagram include followers, photos, videos, captions, and Instagram stories [14]. Instagram users can upload photos and videos that can generate responses from their followers, and in the Instagram story feature users can share ongoing activities or information. Information, photos or videos that users share through this feature can only last for 24

hours, this feature can also be seen by anyone from other users who see the post [6].

III. METHODS

Research on Product Promotion Content on Instagram was carried out by a team of lecturers from the Faculty of Communication Sciences, Bandung Islamic University. The research problem is how to promote product content on Instagram. The research objective is to analyze the form of product sales promotion, types of product information, and inhibiting factors in product promotion and efforts to overcome them. This research method uses a case study in the form of a single case design [15]. Researchers maintain the holistic and meaningful characteristics of real-life events [16,17]. The research unit for Product Promotion Content research on Instagram is seen in aspects of product sales promotion forms, types of product information, and inhibiting factors in product promotion and efforts to overcome them. The informants of this research are six business actors who are members of the DAK 2020 MSME community. The time for the research to be carried out is from June to July 2021. The research was conducted in Bandung, according to the researcher's domicile, because the primary and secondary data collection process is accessed online. Data collection techniques used observation, documentation studies, and literature studies. In the observation technique, observing the type of content and recording post content that has been uploaded by the research subject for 30 days, starting from June 1-30, 2021. In the documentation study, it is done by collecting and analyzing the objects that have been collected, while the literature study technique is carried out by studying through various literatures relevant to this research. In this study, the data analysis techniques used were data reduction, data identification, and then drawing conclusions. Data reduction is carried out through a selection process, simplification of rough data that appears during observation, then making notes or summaries on the data that has been collected. In the data identification technique, data identification is carried out based on the variables that have been determined using the data that has been collected. The process of drawing conclusions in the form of drawing conclusions from the results of data identification according to the answers to the formulation of the research problem. In this step, a brief description of the conclusions of the data that has been analyzed is explained. This community is a collection of small business actors, and all of them have types of products in the form of snacks. These business actors strive to continue to struggle to maintain business in the Covid-19 pandemic situation by using Instagram to market their products. Based on information from the head of the business community, six research informants were selected as representatives of all members of the community. The products produced by the informants include @dapurridha cakes, @Vay'spastry dry food, @jatirifood snacks, @Cimolen_cimol snacks, @handayani_hani cakes, and various wet cakes @K'Linisari.

IV. RESULTS AND DISCUSSION

A. Sales Promotion

All research informants (7 June 2021) stated that sales promotion aims to inform promotional activities, including information and product manufacturing processes, as well as testimonials from consumers. Based on the interview with the first informant (June 8, 2021) the use of Instagram is very helpful for the company in explaining products to consumers. Sales promotion through Instagram is easily accessible to anyone and anywhere, it makes people know our products, and consumer opportunities will also increase even though they are still in a state of social restrictions. These findings are in accordance with the opinion that consumer purchasing decisions are influenced by sales promotions [7]. Furthermore, the second informant (June 8, 2021) explained that our company chose Instagram as a social media that is widely used by consumers, what's more, the features that exist on Instagram, are very useful for promoting product sales such as discounts, free shipping, and giving bonuses. for consumers who buy products in certain quantities. Furthermore, informant three (June 8, 2021) explained that Instagram is a suitable platform to reach the target market for our products. The findings of this study are in accordance with the opinion of Ratnasari, *et al.* [18], that Instagram is widely used by business actors to market products to reach their targets.

All informants (June 7, 2021) explained the various forms of sales promotion activities that have been carried out on Instagram, one of which is routinely carried out is discounts given to consumers in the form of discounts of 10 to 20 percent. Free shipping is given to consumers at certain times, for example during Eid, New Year, certain major holidays, or other events. As for giving bonuses in the form of products for consumers who buy a certain amount, for example, a minimum purchase of 500 thousand rupiah is given a bonus of 10 cakes. or other forms. The sales promotion information is packaged in the form of photos and videos by utilizing existing features on Instagram. The more frequently used features are Instagram Stories and Instagram Feeds to upload photos or videos regarding the latest product daily promos, and upload sales promotion activities. All informants (June 8, 2021) also promote daily promos when making purchases online via the online motorcycle taxi application. This is done so that turnover continues to increase despite the limited number of visitors, our company cooperates with go-food and grab-food and we also post promos in the application on Instagram. The research findings are in accordance with the opinion of Juju and Sulianta [8] that sales promotion through Instagram carries a combination of the scope of cyberspace elements, in online service products and also the strength of the community built on social networks. The purpose of using this media is to continue to connect, communicate, and even share with each other.

According to all informants (June 9, 2021) explaining that the preparation of sales promotion messages on Instagram is supported by several aspects, including aspects of creativity.

Instagram during the Covid 19 pandemic has an important role as a medium for connecting products with consumers, therefore in compiling the content it must be designed in advance so that it has a deep impression for consumers. In the Instagram menu there is a hashtag term that is useful for increasing interest based on certain categories when used by consumers. Among other things, this purpose is not only to inform the product, but also to communicate with potential consumers. For example, consumers ask about the availability of a particular product that consumers will order. In addition to sharing motivation, expanding social networks, conveying opinions or views, especially to support consumer understanding of products and services. This finding is in accordance with Rahman's opinion [19], that the main benefits obtained from social networking activities are to build brand awareness, have relationships with potential customers, maintain relationships with customers so that when there is something new, spread promotional messages at low prices and quickly, and reach a wider and diverse audience. Composing messages through Instagram content based on text, sound, images, and videos. Many online entrepreneurs use this medium to offer their products or services.

B. Product Promotion Type

The results of interviews with all informants (8 June 2021) in compiling product information on Instagram, among others, by planning messages that include accurate, timely, and complete. Furthermore, the third informant explained accurate information where the information was compiled using terms that are often used by people, so that the message conveyed was easily understood by potential consumers. The fourth informant (June 8, 2021) explained that the information presented contained the intent such as to explain the composition of the product, the authenticity of the raw materials, and so on. The fifth informant explained that when quoting the opinion of famous people, culinary experts or experts in other fields, he always included the source of the information, so that the message he conveyed was clear and reliable. The findings of this study are in line with the opinion of Lee and Kim [20] and Casalo *et al.* [21] who found that a credible brand featured in Instagram posts had a positive impact on message credibility. Likewise, the research of Cao, Wong and Xia [22] which proves that the level of consumer engagement is influenced by contextual factors of social media which include media richness and trust in content.

All informants (June 8, 2021) explained product information according to actual conditions, for example information on product availability on time, and informants tried to present complete product information. This is intended so that product quality is maintained, according to the opinion of the sixth informant (9 June 2021) who said, "In running a business, we pay great attention to maintaining product quality, we train the production team to be disciplined in monitoring the accuracy of the product, both in terms of taste, appearance, product content, and other aspects.

The majority of informants (June 8, 2021) explained that the information presented on Instagram contained an explanation of food information that is healthy for the body. So the information presented is not only information about the products being sold, but also inserts how to keep the body healthy, by eating healthy foods. For example, during the current Covid 19 pandemic, many companies communicate with consumers using social media. We also try to approach potential customers by presenting information about health, or presenting entertaining quotes, and providing a column for responses from consumers. The findings of this study are in accordance with the opinion of Puspitasari and Gusfa [23] that messages in promotions provide education to consumers through every communication activity they do.

Research findings regarding the benefits of presenting information according to all informants (9 June 2021), among others, are for the promotion of products offered to consumers. The information presented on Instagram explains aspects that are expected to attract consumers to join such as providing discounts that are tailored to certain events that occur in the community, and to find out consumer opinions after reading product information, and consumer opinions are used to assist in marketing the product.

C. Inhibiting Factors in Product Promotion and Efforts to Overcome Them

Based on interviews with research informants (June 8, 2021) in using Instagram as a medium for promoting products, including Instagram which cannot be accessed, therefore the obstacles faced are problems in communicating with consumers. Informants said they had problems posting Instagram content. In fact, according to the informant, the main features, such as Instagram Stories, direct messages, and buttons to publish new content, cannot be used. Another informant stated that managing Instagram must provide time regularly, for example when uploading activities, photos, and videos. Another aspect that becomes an obstacle in product promotion is the lack of consumer knowledge in using Instagram. The information presented by Instagram is very short, so that it can cause consumers to not understand the information they receive.

These findings become the focus of informants in product promotion, so that informants try to find ways to solve the problems experienced by themselves and consumers. Efforts made by informants include increasing knowledge about Instagram management, understanding the features provided by Instagram, so that informants can take full advantage of Instagram. In addition, the informant gave an explanation to consumers by providing a contact who could be contacted if there was something unclear in the product information on Instagram. Informants also carry out product development by providing product characteristics through a creative process by providing discounts on products, gifts for loyal consumers.

V. CONCLUSION

First, sales promotions carried out by business actors aim to inform the company's activities, including information on the product manufacturing process, testimonials from consumers. Sales promotion messages presented in Instagram content are in the form of discounts, free shipping, and bonuses for consumers who buy products in a certain amount. Second, in compiling product information on Instagram, among others, by planning messages that include accurate, timely, and complete. Accurate information where information is compiled using terms that are often used, so that the message conveyed is easily understood by consumers, the information presented contains the intent to explain the composition of the product, and the benefits of the product, so that the message presented provides education to consumers, in addition there is a message entertaining in the form of quotes, and consumer responses to the product. Third, obstacles in using Instagram include Instagram being inaccessible, so that business actors have problems communicating with consumers, business actors lack knowledge in managing Instagram, and efforts to overcome them are by increasing the activity of business actors participating in training on the use of Instagram as a product promotion media.

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