

Ikoy Ikoy Digital Marketing Public Relations Strategy on Instagram

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ABSTRACT

Digital marketing currently refers to innovation, content quality, customer engagement, and also the positive image of the company. Brands that successfully manage their online community and have a good image in the eyes of the public have a better chance of success in marketing communications. This study looks at the uniqueness of the @ariefmuhammad figure as an influencer who gave birth to a new trend or culture of ikoy-ikoyan called the "sharing happiness" movement. Unexpectedly, since July 2021 the ikoy-ikoyan trend has become viral and controversial. The ikoy-ikoy trend is followed by many influencers and has a big social impact, therefore since August 18, 2021, Arief inaugurated the @ikoy2an account in collaboration with well-known brands. It is interesting because this "sharing happiness" agenda requires players to first follow an account that will distribute prizes in the form of money, objects, or followers' needs as a condition. This makes the account's followers skyrocket after becoming a donor. The purpose of this study is to uncover the digital marketing public relations strategy that @ariefmuhammad has implemented through the trend of "sharing happiness" ikoy-ikoyan. Through the qualitative method of normal fair-clough critical discourse analysis, the researcher uses the theory of digital marketing, personal branding, public relations, as an analytical tool in research. The results of the micro, meso, and macro analysis show that arief muhammad seeks to strengthen personal branding to increase his positive image as a culinary entrepreneur, automotive lover, and generous influencer. In addition, the ikoy trend has a social impact as a way of sharing influencers by providing venture capital in the pandemic era. Socioculturally, the ikoy-ikoyan trend also creates new behavioral trends to increase brand awareness, customer engagement, and increase the number of followers of a brand's Instagram account or personal account.

Keywords: *Digital Marketing Strategy, Public Relations, Critical Discourse Analysis*

1. INTRODUCTION

The growing business world forces business people to have innovations and special strategies in marketing their goods or services. Business innovation is an effective thing that makes companies successful with different innovation approaches in encouraging the creation of value and competitiveness [1]. In developing new business innovations, it is necessary to understand the customer, the benefits that the company provides to customers, and the benefits derived from these innovations [2]. Along with the development of communication technology, entrepreneurs are facilitated by the presence of the internet so that they can accommodate social media, e-commerce applications that can help develop business. Companies must realize that in this technological era, there is a shift in consumer culture. Consumers are no longer just looking for information through conventional media, but there has been a shift to digital media. Entrepreneurs who can use digital communication channels appropriately can obtain and disseminate information more quickly [3].

Seeing the development of communication technology, changes in people's lifestyles to online make entrepreneurs also need to make adaptations in their marketing strategies. Nowadays, even traditional companies are starting to switch to digital marketing to maintain competitiveness with more modern companies [4]. Then came the concept called Digital Marketing Communications.

Digital marketing communication can connect with customers from all over the world. The very wide scope makes this digital marketing communication an efficient promotional activity because it can penetrate the global market without being limited by time or geography. This modern marketing trend is more prospective because potential customers can be targeted by implementing the right strategies and innovations [5].

Hayder said that digital marketing currently refers to innovation and quality of content as well as engagement with followers. Likewise, for brands that manage to manage their online community well, have a good level of success in their marketing communications. Thus stating that brands that can build good engagement with the public are successful in conducting marketing communications.

Currently, marketing communication strategies are developing in the digital era. In the digital era, social media is not only a means of communication but also a means of production. Everyone can be a producer or a consumer by having the same account. This is interesting because everyone has the right to be a content creator.

This study looks at the uniqueness of the @ariefmuhammad figure as a content creator who gives birth to new trends or cultures. Arief Muhammad was originally an active person on social media Twitter with the @pocong account. After being successful on Twitter, now arief Muhammad is a YouTuber and also an entrepreneur. As an influencer, Arief Muhammad is now introducing a new trend to share with his followers. He said that this trend is not a donation event or a giveaway. At first, arief Muhammad only considered his followers as friends so he liked to send something needed with the aim of "sharing happiness".

The ikoy-ikoy trend has succeeded in shifting the giveaway trend that's been rife lately. This ikoy trend is not new because previously @ariefmuhammad liked to share food. Usually, the flow of comments that are coded to a dm or a wise feed can be realized. Ikoy was originally Bang Arief Muhammad's term for calling his personal assistant "koy". Ikoy-ikoyan is Arief Muhammad's action in giving money giveaways to his followers. The trick, netizens only need to send messages to Arief's Instagram DM (direct message). However, not all netizens get the money. Later, Arief's assistant, Rizqi Fadhilah, will transfer the money to lucky netizens.

Quoting one of Bang Arief's statements on merdeka.com that he was surprised because these ikoy became a current trend. "Now it's crowded with ikoy ikoyan, I also don't know why it's just getting crowded now, because actually, I've made ikoy ikoyan for a long time for various happiness. There used to be a follower of mine who sent a DM (Instagram message) like that, this hot afternoon I told My assistant "Koy sends coconut ice, someone DMs me to eat delicious satay, I send satay, sends burgers, meatballs aci, really random, the concept is for happiness," said Arief Muhammad [6]

Unexpectedly, this turned out to be good and had a large positive and negative response. (Tell me a little about the pros and cons of ikoy-

ikoyan). There are several pros and cons related to the ikoy-ikoyan, among which the ikoy-ikoyan is considered not right on target. In response to this, bang arief had time to provide clarification on CNN media. "We share because we want to share. The goal is not to eradicate poverty, not to eradicate the poor" ariefmuhammad at CNN Indonesia August 4, 2021. Ariefmuhammad also explained that "I am very happy to be able to share because I share, many are watching. It turns out that there are more and more people who share. So recently my friends have left 100 million, just share it with your followers."

The most interesting thing about this ikoy-ikoy trend is that there are several rules related to ikoy-ikoyan activities, namely:

- 1) First, ikoy-ikoyan are often carried out on a scheduled basis. For example "we ikoy-ikoyan at 1 o'clock yes". However, as usual, @ariefmuhammad usually also answers some of these things for negotiations with followers. For example, there are comments from followers who say "don't be at that time, bro" or "it's too late..." you can get an ikoy gift too. In addition, Ikoy's schedule is also usually told in advance on the Instagram feed for followers to prepare.
- 2) The rules for ikoy-ikoy activities usually begin with an invitation to trend voters, namely @ariefmuhammad to invite their followers to follow an account. For example "get 100 million deposit, follow @ ...". an interesting thing happened, this became an encouragement for followers who hoped to win ikoy-ikoyan to be happy to follow the account
- 3) Third, the rules for interesting ikoy-ikoyan activities are that there should be no words that are begging or asking for mercy. Instead, those who are relaxe
- 4) and not pushy will usually get a positive response from Bang Arief. This becomes interesting because followers ultimately try and compete to then follow Fourth, there should be no spam. So several times after being observed by bang arief as the founder of ikoy ikoy, he always tries to consistently give special attention not to win followers who are spamming or trying to achieve dm bang arief.

Ikoy-ikoyan trend to increase brand awareness. Brand Awareness is the ability of potential buyers or consumers to recognize or remember a brand. In this case, of course, this can include names, images/logos, and certain slogans used by market participants to promote their products. On the other hand, ikoy-ikoyan can be called a "happiness-sharing" social movement. But on the other hand, the trending ikoy-ikoyan then spurs every brand to send money to artists or influencers to be able to introduce their products (get brand awareness) by getting followers instantly and get big exposure in stories or influencers who mediate the game "ikoy- ikoyan " Therefore, The ikoy-ikoy trend is interesting to study using a qualitative content analysis of the fair clough model because the narrative used as a digital marketing strategy to increase brand awareness and also customer engagement. This research will analyze micro, meso, and macro related to the influence of ikoy- ikoyan for society.

2. LITERATURE REVIEW OR RESEARCH BACKGROUND

2.1.Digital Marketing Strategy

In carrying out digital marketing communication, a strategy is needed so that the marketing program is effective and on target. The definition of strategy is the steps in strategic planning including determining the organization's mission, establishing an organizational profile, assessing the external environment, integrating the organizational profile with environmental opportunities. The specific advantages of using digital marketing include a). Target marketing, which can target very clear target consumers and groups. b). Message tailoring, namely the message to be conveyed following the wishes and by the target consumers who are targeted. c). Interactive capabilities, which can enable a high level of customer engagement. On certain sites that are visited a lot are customers who are interested in a product. d). Information access, which means that site visitors get clear information from a product. e). Sales potential, which can affect high sales where the internet is a direct response medium.

Digital marketing platforms are also diverse, one of which can use social media. According to Buyer [7][8][9] that social media is the most transparent, interesting and interactive form of public relations (PR) at the moment. Social media

tends to attract attention faster than people in the real world. This moment is then used as a way to build a brand in the minds of consumers with the support of social media. Marketing activities that are mostly carried out include uploading product photos to provide an overview to potential consumers about the products offered, writing statuses about products, writing descriptions or reviews of products [10]

Furthermore [8] write down the characteristics of social media that are their characteristics and strengths, namely (1) Transparency: everything looks open because the elements and materials are intended for public consumption or a group of people, (2) Dialogue and communication: in it will be established a relationship that is entirely in the form of communication, for example between a brand and its fans, (3) Relationship network: the relationship between the constituent elements will be established and also this relationship will also be formed between individuals or groups of individuals or a representative driven by individuals, (4) Multiopinion: everyone will argue and everyone has a relative view; whether it's true, false or in the gray area, this is stated in the form of communication as the medium, (5) Multiform: its form can be in the form of. In simple terms, there are two types of business characteristics that must be recognized in deciding to use digital marketing [11]:

- a) Identify the characteristics of customers / potential customers. If the customer is a party who uses digital technology in finding or buying the products and services offered, then the use of digital marketing is the best choice. On the other hand, if the customer does not require the use of digital technology, then there is no need to use a digital marketing strategy. However, customers who have not used it do not mean they will never use it and can become potential customers in the future, therefore, the use of digital marketing still needs to be considered as a marketing strategy with long-term targets.
- b) Recognize the suitability of product/service/brand characteristics with digital marketing. Almost all types of products/services/brands can be sold online. This principle underlies the

argument that there is no need for special characteristics to be able to sell goods through a digital marketing strategy. The main concern is only on the customer factor, as in point 1 (one) above, that if there is an online interaction with the customer, then all types of goods/services can be offered through the implementation of digital marketing strategies.

2.2. Personal Branding

“Personal Branding is about taking control of how other people perceive you before they come into direct contact with you.” [12]. Personal branding is a process of forming, attracting and maintaining public perceptions related to aspects that a person has such as skills, achievements, personality or values that are built intentionally or unintentionally with the aim of displaying a positive image so that it can continue to build trust and loyalty. can be used as a marketing tool. The existence of personal branding allows other people to view someone as unique and different. According to McNally and Speak [13] explain that personal brand is a perception that is embedded and maintained in the minds of others, which has the ultimate goal so that the public has a positive view of it so that it can continue to trust and loyalty. Meanwhile, according to Haroen, explaining personal branding is the process of forming people's perceptions of aspects that a person has, such as personality, abilities, or values and how they create positive perceptions from the community that can be used as marketing tools. Personal branding is a personal brand in the minds of everyone you know. Personal branding will make everyone see you differently and uniquely. People may forget your face, but personal branding will always be remembered by others. Consistency is the main prerequisite of a strong personal brand. Things that are not consistent will weaken your branding, which in turn will destroy the trust and memory of others in you [13]

Since the concept of personal branding is becoming an attribute for more and more professionals, they can create, promote and develop it through social media can be a very easy and practical way. Social media can be used to build and maintain a strong personal brand. At first, social media was an online tool for people to interact with friends and was later adopted by businesses who realized that it could be a new

method of communication that could lead to reaching customers. Today social media is the best and easiest way to grow a personal identity, build a reputation, and excel in industry.

According to McNally and Speak [13], there are 3 (three) main dimensions forming personal branding, namely: (a) individual competence or ability, (b) personal style or style, and (c) personal standards of a person. The following eight things are the main concepts that become a reference in building a person's brand [9]. Specialization (The Law of Specialization) The hallmark of a great Personal Brand is the accuracy of a specialization, concentrated only on a particular strength, skill, or achievement. 2). Leadership (The Law of Leadership) Society needs a leader who can make decisions in an atmosphere of uncertainty and provide a clear direction to meet their needs. A Personal Brand that is equipped with power and credibility to be able to position someone as a leader that is formed from one's perfection. 3). Personality (The Law of Personality) A great Personal Brand must be based on a personality figure that is and comes with all its imperfections. This concept removes some of the stresses that exist on the concept of Leadership (The Law of Leadership), a person must have a good personality but does not have to be perfect. 4). Difference (The Law of Distinctiveness) An effective Personal Brand needs to be presented differently from the others. Many marketing experts build a brand with the same concept as most brands on the market, intending to avoid conflict. But this is a mistake because their brands will remain unknown among the many brands on the market. 5). The Law of Visibility to be successful, a personal brand must be seen consistently over and over, until someone's brand is recognized. So visibility is more important than ability. To be visible, one needs to promote oneself, market oneself, take every opportunity one comes across, and have some luck. 6). Unity (The Law of Unity) The personal life of a person behind a Personal Brand must be in line with the moral ethics and attitudes that have been determined from the brand. Personal life should be a mirror of an image that you want to instill in your Brand. 7). The Law of Persistence Every Personal Brand takes time to grow, and throughout the process, it is important to pay attention to every stage and trend. Can also be modified with advertising or public relations. One must stick to the initial Personal Brand that has

been formed, without ever doubting and intending to change it. 8). A good name (The Law of Goodwill) A Personal Brand will give better results and last longer if the person behind it is perceived positively. The person must be associated with a value or idea that is generally recognized as positive and useful.

2.3. Marketing Public Relations

In Philip Kitchen's view "Public relations is essentially a communication function, but with an emphasis on the two-way nature of the communication process, concerned with how to build and maintain mutual understanding and goodwill between organizations and specific groups of people serving as a function of intelligence, analyzing and interpreting trends, and environmental issues that may have consequences for an organization and its stakeholders".

The definition of Marketing Public Relations is The process by which we create a positive image and customer preference through third-party endorsement. The purpose of Marketing Public Relations, according to Soemirat and Ardianto, the objectives of the MPR are: 1) Helping companies and product names to be better known; 2) Help introduce new products or product improvements; 3) Help improve a product's life cycle, for example improving advertising messages and sales promotions by adding new information; 4) Seeking new market share and expanding its presence; 5) Establish all positive images for the product and its business.

3. METHODOLOGY

This research was conducted to obtain an overview of how the strategy of @ariefmuhammad and @ikoy2an's discourse in constructing the discourse of sharing happiness as an effort to increase brand awareness and to find out the ideology hidden behind the captions or ig stories they made. According to Eriyanto [15], critical discourse analysis sees language as an important factor, namely how language is used to see power inequality in society. In line with what was stated by Fairclough and Wodak [15] that critical discourse analysis investigates how through The language of the existing social groups fight each other and propose their respective versions. Therefore, this study will use the critical paradigm. Qualitative research was

chosen because researchers need specific research data [16]

This study wants to know how the discourse strategy of @ariefmuhammad & @ikoy2an in constructing discourse through ikoy-ikoyan activities. In addition, this study also seeks to find out the digital marketing strategies that are hidden behind the discourse of sharing happiness. In conducting research requires a method as a process that must be taken by researchers. The research method is a scientific way to obtain data with a specific purpose [73]. This study uses a critical discourse analysis method to understand the discourse displayed in media texts about socio-cultural cognition that develops in society.

Study This method uses the critical discourse analysis method. Critical discourse analysis views language use as a social form of practice that is tied to social, cultural, political, and economic contexts, and which can reproduce existing social relations. According to Hamad [18], understanding a discourse cannot be done by detaching the analysis from the surrounding context.

Researchers have started researching about ikoy-ikoyan since it has been neglected by other influencers, referring to Arief Muhammad's Instagram feed, which I dubbed ikoy-ikoy's professional trendsetter on July 31, 2021. @ariefmuhammad posted a feed that reads "finally got an answer, can the money make money?" Happy or not. The answer is yes, a lot of money can make you happy. It's easy, the money is shared with other people.

Refers to critical discourse analysis according to Fairclough's view. The analysis focuses on how language is formed and shaped from social relations and social contexts. Fairclough [15] uses discourse to refer to the use of language as a social practice. Here Fairclough analyzes discourse in several dimensions, as follows:

3.1. Text dimensions

The text is analyzed linguistically by looking at vocabulary, semantics, and sentence structure. Each text can be described and analyzed from the following three elements.

- a) Element Which want to see
- b) Representation How are events, individuals, groups, situations, etc. displayed in the text?

- c) Relation How are the relationships between journalists, audiences, and news participants displayed in the text
- d) Identity How are the identities of journalists, audiences, and news participants displayed in the text?

Furthermore, intertextual which is a term of a text and an expression is formed by the text that comes before, responding to each other and one part of the text anticipating the other. According to Fairclough [15] intertextual can be detected from citing news sources or being used as sources in news. Opinions or anything conveyed by the resource person can be displayed directly or indirectly.

3.2. Discourse Practice

Focuses on how the production and consumption of text. In Fairclough's view, there are two sides to his discourse practice, namely text production, and text consumption. The production of the text includes three things, the first is the individual journalist as a professional, what is the background of the journalist, his political views, educational background. The second is the relationship between journalists and media organizations. Seeing how the relationship between fellow journalists, editors, decision-making processes. Lastly, work routines. This work routine includes news search, writing, editing until the news is published.

3.3. Sociocultural Practice

It is based on the assumption that the social context outside the media affects how the discourse appears in the news. Sociocultural Practice determines how texts are produced and understood

4. RESULTS AND DISCUSSION

4.1. Analysis Digital Marketing Public Relations Theory

Based on the social media characteristics of [8], it is known that social media Instagram is the platform chosen by Bang Arief for ikoy-ikoyan. For example, Arief usually uses the story feature to share gifts in the form of money, food, and so on. The characteristics of Instagram that are very interesting in this case are the transparency that is intended for the public interest, there is a

communication dialogue, and relations formed from Arief Muhammad's conversations with his followers. The ikoy-ikoy trend has gotten multiform, namely controversy from several other influencers.

Based on the three main dimensions of personal branding according to McNally & Soeak [13], ariefmuhammad seeks to strengthen his branding by building a reputation as someone who has special abilities, namely competence in the field of business or entrepreneurship. McNally & Speak explained that a person can form a personal branding through a polish and method. well-organized communication. Personal Brand is a picture of what people think of a person. The trend of ikoy- ikoyan not only describes Arief Muhammad as a businessman but also reflects his personality with a generous heart and likes to help one another.

The second dimension is that Arief Muhammad has a personal branding style as a unique person by often using relaxed and non-standard language to his followers. In addition, there are no spam rules when playing ikoy-ikoyan this is a special standard that is set.

4.2. Research Findings

The results of the analysis on Instagram @ariefmuhammad and @ikoy2an in the period 18 August 2021 to 31 October 2021. Researchers found that the ikoy- ikoyan trend implemented the digital marketing strategy used. First, Arief Muhammad succeeded in determining a very clear and specific marketing target, namely his followers

Second, the results of the study show that every time he writes on his Instagram account, Arief Muhammad always tries to position himself as a "friend" by making jokes and jokes so that it is not monotonous to just give endorsements or present commercial impressions like other influencers. This is following the concept of message tailoring, namely the message conveyed always tries to suit the target market.

Third, through the ikoy-ikoy trend, Arief Muhammad played the role of "interactive capabilities", namely the possibility of involving very high customers. This is closely related to the closeness of Bang Arief to his followers. Unlike the narratives of other influencers, Bang Arief seems to have a very high emotional closeness so that there is happiness that arises in Bang Arief if

he can give happiness to his followers. This is shown in several examples, such as when a follower said "tired after washing clothes", then Bang Arief asked his assistant Rizki Fadhilah or often called Ikoy to send some money to buy a washing machine. This is an interesting thing from Bang Arief's kindness to like to share and can be considered as a customer engagement. The results also show that bang arief Muhammad often greets and also tells stories related to his activities and actively "pins" interesting and funny comments. This is very interesting so that every follower competes to comment so they can get a "comment pin" from Bang Arief.

Fourth, the ikoy-ikoy trend applies the concept of information access, which means that site visitors get information about a product. this was seen when arief Muhammad gave the rules "must follow first" or fall as the winner of the ikoy- ikoyan.

Fifth, the ikoy-ikoy trend supports the sales potential, i.e. the ikoy trend can affect high sales. This can be seen from the increasing number of account followers who donate and provide funds for ikoy-ikoy.

4.2.1. Norman Fairclough Analisis Analysis

In this study, the researcher used Norman Fairclough's critical discourse analysis method. The explanation of the analysis is:

4.2.1.1. Text Analysis (Micro)

Fairclough divides text discourse analysis into three basic elements to describe and analyze each text, namely representation, relation and identity.

a. Representation

The results of the analysis of 40 data contained in Instagram @ariefmuhammad & @ikoy2an, the researchers found that the discourse represented in the text is a discourse that is used to describe the real reality of life. The interesting thing is that the use of diction used by Arief Muhammad is very relaxed. On the other hand, the discourse given by followers to win ikoy-ikoy tends to be hyperbolic. Although there is a rule that the ikoy-ikoy narrative should not look sad, in fact, there are still discourses using a hyperbolic figure of speech to get Arief Muhammad's attention.

b. Relation

The discourse in the ikoy-ikoy narrative describes Arief Muhammad's form of social

concern for the community, especially in the era of the covid pandemic. However, this has generated controversy because it gives the impression that the existence of ikoy-ikoyan creates a "beggar mentality", meaning that people do not try to get something first, but make a living by playing ikoy-ikoy. The discovery of several sad narratives related to their respective lives is a representation of the community's need for social assistance.

c. Identity

The figure of Arief Muhammad became the main character in the trend of sharing happiness "ikoy-ikoyan". Of the 40 post or story catches analyzed, it was found that in each analysis, Arief Muhammad became the main focus. That is, through ikoy- ikoyan personal branding Arief Muhammad has increased rapidly. This can also be seen from several narratives that give positive praise to Arief Muhammad who likes to share. From the narrative that appears, it can be concluded that ikoy-ikoy is closely related to the making of Arief Muhammad's personal social responsibility

4.2.1.2. Production Practice Analysis (Meso)

The Instagram application that can be run on mobile devices such as smartphones is the reason this media choice is used. At first, ikoy-ikoyan only used the Instagram account @ariefmuhammad, but because there was so much enthusiasm from the community that it was transferred to the new account @ikoy2an. Instagram is flexible and easy to reach. Instagram was created by Kevin Systrom and Mike Krieger which was launched in October 2010 which in just one month earned one million users. This number continued to increase, then to ten million in September 2011 and reached more than thirty million in April 2012. Meanwhile, Instagram's growth continued to skyrocket to 23% in 2013 while Facebook only achieved 3% growth.

Instagram social media has high engagement. It has been achieved since the @ikoy2an account was created on August 18, 2021, in less than 3 months the new ikoy account has already gained 1.4 million followers. In addition to the rapid increase in users, the ease and practicality of Instagram in providing information quickly and briefly without being limited by space and time makes everything that is displayed on Instagram

always gets a response from readers, whether it is pros or cons and easily becomes viral.

4.2.1.3. Analysis of Socio-Cultural Practices (Macro)

Socio-cultural practice is an interpretation rather than a text production. Each text in the discourse is influenced by economic, political, and cultural factors that affect the institution. Fairclough makes three levels of analysis on socio- cultural practice:

a. Situational Level

Every mass media will raise a phenomenon or event that has news value. Ikoy-ikoyan always gets media attention. Ikoy-ikoy had become a trend at the beginning of its appearance in mid-August 2021 and reaped hot discussions in various media such as television, radio, podcasts, YouTube, Instagram, and Twitter. The emergence of the controversy and viral news of ikoy-ikoy was initially caused by so many netizens who liked this trend and invited their favorite influencers to play the same thing on their personal Instagram. This reaps the pros and cons of quite a lot.

b. Institutional Level

The writing of the ikoy-ikoyan narrative was initially handled personally by Arief Muhammad and sent directly by his assistant, Rizki Fadhillah. Gradually, ikoy-ikoyan involved many brands working together to send money or products. Third parties are personal brands or Instagram that work together (usually from Arief Muhammad's colleagues) or other influencers who want to share their fortune. Third parties as ikoy donors will usually be included in the ongoing story of @ariefmuhammad or @ikoy2an, this provides a great opportunity for brands to get "exposure" i.e. repeated mentions. Of course, this is considered very influential, because everyone must monitor the winners of the ikoy-ikoy and unconsciously read the brand name or influencer tagged to send the ikoy many times. Therefore, it is not surprising that brands or influencers who become ikoy-ikoy donors get a high increase in followers in a short time. This increases "brand awareness" and also increases followers.

c. Social Level

Social and cultural influences play a big role in determining the ethics of social media. The trend of sharing makes a lot of changes in the

social media world, so many influencers end up playing ikoy-ikoyan on their Instagram, such as Rachel Vennya, Teuku Wisnu, Tasya Farasya, and so on. The ikoy-ikoy trend has been able to shift the giveaway trend and make a lot of people benefit from the ikoy-ikoy fund donations.

5. CONCLUSION

The ikoy-ikoyan trend has succeeded in shifting the giveaway trend that has flourished in recent years. The ikoy-ikoyan trend has proven to be effective in increasing brand awareness, customer engagement, and increasing the number of followers on Instagram accounts. The results of the microanalysis show that contextually, the text used by Arief Muhammad is following his marketing target. Meso-level analysis shows Instagram is the best medium to use for the ikoy-ikoy trend because it is easy to go viral and has a high level of interactivity compared to other media. In addition, research findings also show that arief muhammad seeks to strengthen personal branding and enhance his positive image as a culinary entrepreneur, automotive lover, and generous influencer. The results of the macro analysis show that the ikoy-ikoy trend has a large social impact. Through ikoy influencers or brands, they can help provide business capital for the community in the era of the COVID-19 pandemic, as well as create trends in sharing behavior with others.

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