



Content Analysis of Digital Marketing Governor of Central Java's Instagram: 'Lapak Ganjar'

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ABSTRACT

Social media is the development of internet-based technology that allows users to interact directly. One type of popular social media is Instagram. Today regional leaders use social media as a means to display their political image, community closeness, and programs as a leader. This research will specifically try to analyze the digital marketing of the Governor of Central Java, Ganjar Pranowo, using Instagram as a means to promote the products of his community Small and Medium Enterprise (SME). The purpose of this research was to analyze the content of the Governor's Instagram related to digital marketing in promoting SME entitled 'Lapak Ganjar'. This research is a descriptive quantitative research with content analysis approach. The result indicate that there are different themes in each of 'Lapak Ganjar's uploads, namely general, food or drinks, clothes, crafts, services, tools, and contests. The targets not only SME of Central Java, but also intended for SME in East Java, Yogyakarta, West Java, Bali, DKI Jakarta, Banten, Lampung, South Sumatra, and North Sumatra. This shows that The Governor is doing digital marketing with an effort to increase business interactivity with technology-dependent customers; an electronic dialogue to provide access to information to customers, and efforts to increase sales acceleration through Instagram. He also performs a promotional function, information and persuading. Thus, he utilizes Instagram so that he can carry out promotions that are more cost-effective and efficient, can reach all groups, can be used as promotional media, and can increase Instagram user's interest.

Keywords: Digital Marketing, Instagram, Content Analysis

1. INTRODUCTION

Social media is the development of internet-based technology that allows users to interact directly in several forms [1]. In contrast to conventional advertising which is only one-way, social media allows users to ask questions, provide comments, input, or feedback.

One type of popular social media that supports uploading various images is Instagram. Instagram is composed of two words, namely *insta* and *gram*. The meaning of the first word is taken from the word *instant*, which is fast or easy, while the word *gram* is taken from *telegram*, which means that it is associated with very fast information delivery media. In addition, Instagram can also be interpreted as a social networking application for sharing photos that allows users to take photos, apply digital filters, and share various social networking services, including Instagram's own. Every Instagram user will have an account. On the account there is a page that displays images and videos uploaded by users. Each uploaded image/video can be commented or Loved by other users.

Central Java Governor Ganjar Pranowo is one of the governors in Indonesia who uses social media such as Facebook, Instagram, Twitter, Youtube, and Tiktok to reach the people. Instagram is one of the media used by Ganjar Pranowo to show his daily activities as a regional leader, by uploading pictures, photos, and videos with captions. This is in line with the development of today's technology, where information can be easily reached by the community, especially if the regional leadership gives the community access to know their activities, it will make it easier to be closer to the community.

Harian Antara Jateng [2] stated that the Governor made creativity and innovation to bridge the closeness between the government and the people in Central Java, namely by making *Lapor Gub*, which is open 24 hours to accommodate or complain from the public. Ganjar also appreciates the community through his personal social media such as Twitter, Youtube, and Instagram.

In 2020 countries in various parts of the world are experiencing the Covid-19 pandemic, not in Indonesia. This pandemic has caused many negative impacts that

hinder all sectors of people's lives, including education and the economy. Education during Covid-19 is carried out from home to reduce the spread of the Covid-19 pandemic. Likewise, the industrial sector or companies require their employees to work from home. In fact, many industries or companies have finally terminated their employment due to the economic downturn. Restrictions on community activities affect human activities which then have an impact on the economy [3].

To support SME during the pandemic, the Governor of Central Java, Ganjar Pranowo, also has Lapak Ganjar program. Where he markets SME products through stories on his Instagram account. [4]

Based on the results of research on Instagram Ganjar Pranowo, namely @ganjar_pranowo using the Social Blade site, it was found that the account had more than 4.5 million followers and 5,333 posts as of March 13, 2020. This account also consistently uploads posts of about two to five posts per day with an average an average of three posts a day. Follower growth also continues to increase, where an average of 2,589 followers per day is added. The uploads of this account also vary from humanitarian support, celebrations of holidays, government programs, Ganjar Pranowo activities with government and private agencies, community activities (blusukan), personal activities, product promotion of Small and Medium Enterprise (SME), appeal, and promotion of Central Java tourism.

Governor Ganjar Pranowo consistently continues to help develop Small and Medium Enterprise (SME) products in his region. One way is to help marketing SME products native to Central Java, by opening 'Lapak Ganjar' via Instagram *story* in the account belonging to the number one person in Central Java. The goal is that residents can use it to promote their merchandise easily and hopefully they will sell well [2].

Apart from the @ganjar_pranowo account, the 'Lapak Ganjar' promotion also has another Instagram account, namely @lapak_ganjar. As of March 13, 2022, 'Lapak Ganjar' has entered edition 73. In this study, the researcher wanted to analyze the content of 'Lapak Ganjar' on the Instagram account @ganjar_pranowo to find out the digital marketing carried out by Ganjar Pranowo in promoting SME through the 'Lapak Ganjar' program.

2. LITERATURE REVIEW

2.1. Digital Marketing

Digital marketing can be defined as marketing activities including branding using various web-based media [5]. Digital marketing is marketing using the application of digital technology. One form of digital marketing using electronic media or the internet is internet marketing (e-marketing). E-marketing is a marketing process that uses electronic communication technology, especially the internet. The role of digital marketing strategy can be important in keeping up with digital technology developments and developing plans to attract consumers, and direct them to a mix of electronic communication and traditional communication [6].

Ali Hasan [7] describes that digital marketing has a number of characteristics, namely, efforts to increase business interactivity with technology-dependent customers; an electronic dialogue (interactive technology) to provide information access to customers (communities, individuals), and vice versa; undertaking all business activities over the internet for research, analysis and planning purposes to find, attract and retain customers; efforts to increase the acceleration of buying and selling goods and services (certain), information and ideas via the internet.

2.2. Instagram Social Media

Social media according to Philip Kotler and Kevin Keller [8] is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa.

Social media is one of the impacts that arise as a result of the times. Social media is an internet media that allows users to present themselves and interact, communicate, share with other worlds and form virtual social bonds [9]. Humans can be connected to each other through the internet and create media to make it easier to interact with each other. This is a fact regarding the cause that social media encourages online consumers to be actively involved in regulating and paying attention to the content that will be produced by social media. The functions of social media are as follows: Social media supports the democratization of knowledge and information. Transforming humans from the user of the message content to the maker of the message itself. Social media is media designed to expand human social interaction using the internet and web technologies. Social media has succeeded in transforming the practice of unidirectional communication with broadcast media from one media institution to many audiences into the practice of dialogical communication between many audiences.

In this case, the media that will be discussed is Instagram social media. Like most other social media,

Instagram is also easily accessible from smartphones and is a boost to existence among young people. Instagram is one form of the result of the advancement of the internet and is classified as one of the social media that is quite loved by today's audiences. By taking advantage of this, the opportunity to promote products and businesses can be easier because many potential consumers gather on Instagram social media. One of the strengths of promotion through Instagram as a business medium is to use hashtags [10].

Instagram is superior to Facebook and the marketplace because it is user friendly, cheaper than making a website as an online store promotion medium, has Instagram stories and Instagram feed features as superior features that make it easier for consumers to see products. This is in accordance with what was stated by Oktaviani & Rustandi [11], and Adiyono [12], that the benefits of digital marketing are more cost-effective and efficient, can reach all people, can be used as promotional media, can increase visitor interest, can surpass business competitors with online network and increase sales. Instagram is a social media application that is used to promote a product.

If it is related to research problems, utilization here means using or using something useful, in this case using or utilizing Instagram as a marketing social media in conveying information to the public, those are the followers of Governor Ganjar. From the use of Instagram as a marketing social media in conveying information on community products through Lapak Ganjar, it is hoped that it can provide results in the form of useful product information for people who read and even see it. Thus, business actors can disseminate their products and advertise for free on the Governor's Instagram account. Thus, more information about the products of business actors can be known by the public.

3. METHODS

The research method used in this research is descriptive quantitative method with content analysis approach. This research was conducted by empirical observation on the feeds of the Instagram account @ganjar_pranowo related to 'Lapak Ganjar' to find out the management of photo and video uploads on that account.

The population in this study is the upload on the Instagram account of the Governor of Central Java Ganjar Pranowo related to 'Lapak Ganjar', from edition 1 to the 73rd edition, from July 11, 2020 to March 27, 2022, as many as 87 posts.

The population in this study is content uploaded on the Central Java Governor's Instagram social media

platform using the special #LapakGanjar hashtag on the @ganjar_pranowo account.

In this study, it consists of several variables of upload types, upload categories, target audiences, and types of upload caption messages used by the Governor of Central Java in promoting SME in his community.

Philip Kotler [13] defines promotion as an activity undertaken by a company to communicate the benefits of its products and to convince consumers to buy. Julian Cummins [14] defines promotion as a series of techniques used to achieve sales or marketing goals in a cost-effective manner, by providing added value to products or services either to intermediaries or direct users. Usually not limited in a certain period of time. These things can be achieved by using promotional tools.

4. RESULTS AND DISCUSSIONS

4.1. Instagram Account @ganjar_pranowo

The official Instagram account of the Governor of Central Java @ganjar_pranowo, has been verified by Instagram. As of March 13, 2020, it was recorded to have over 4.5 million followers and 5,333 posts. The @ganjar_pranowo account started uploading Instagram feeds related to 'Lapak Ganjar' on July 11, 2020. Until March 27, 2020, uploads related to 'Lapak Ganjar' were 87 posts consisting of images and videos. This account also consistently uploads about two to five posts per day with an average of three posts a day. Follower growth also continues to increase, where an average of 2,589 followers per day is added.

4.2. Uploading Instagram Feeds @ganjar_pranowo

There are 3 units of analysis used to dissect @ganjar_pranowo's Instagram feeds related to 'Lapak Ganjar', namely upload type, upload category, target audience, and upload caption message type.

The first unit of analysis is regarding the type of upload 'Lapak Ganjar' on Instagram feeds @ganjar_pranowo. Uploads to @ganjar_pranowo feeds are a form of advertising efforts carried out through social media. There are three components in an advertisement, namely multimedia, pictures, and content [15]. Multimedia is related to animation or moving images, in the sub unit of analysis it is called video. While pictures are images that can attract the attention of the public. While content is related to short text that can attract the attention of the audience. Based on the classification of the ad components, in the upload type analysis unit, two sub units of analysis are

determined, namely the type of upload in the form of images and the type of upload in the form of video.

Table 1: Types of Uploaded Instagram Feeds @ganjar_pranowo related to 'Lapak Ganjar'

Upload Type	Frequency	Percentage
Picture	74	85%
Videos	13	15%
Amount	87	100%

From the data in table 1, it can be seen that 85% of uploads on the Instagram account @ganjar_pranowo related to 'Lapak Ganjar' are images and another 15% are videos. Ads in the form of images and videos have different effectiveness. Advertisements in the form of videos are considered to be able to better present a persuasive message and provide a virtual experience to the audience [16]. While advertisements in the form of images are considered more attractive and make it easier for the audience to understand the message than advertisements in the form of writing.

The third unit of analysis is the target audience. The Instagram account of the Governor of Central Java @ganjar_pranowo for the period 11 July 2020 – 27 March 2022 regarding 'Lapak Ganjar' has a target audience not only Central Java SME. Uploads of 'Lapak Ganjar' are also intended for SME in East Java, the Special Region of Yogyakarta, West Java, Bali, DKI Jakarta, Banten, Lampung, South Sumatra (South Sumatra), and North Sumatra (North Sumatra). The SME target of 'Lapak Ganjar' has changed from time to time, initially only targeting Central Java SME, over time, promotional uploads were expanded to SME in other areas.

Table 2: Frequency distribution of SME target audiences by region in Instagram content related to 'Lapak Ganjar'

Sub Code	Frequency	Percentage
SME in Central Java (Central Java)	19	25.67%
SME in Central Java and East Java (East Java)	12	16.21%
SME in Central Java, East Java, DI Yogyakarta (DIY), and West Java (West Java)	3	4.05%

SME in Central Java, East Java, DIY, West Java, and Bali	26	35.13%
SME throughout Indonesia	4	5.4%
SME in Central Java, East Java, DIY, West Java, Bali, DKI Jakarta, Banten, Lampung, South Sumatra (South Sumatra), and North Sumatra (North Sumatra)	10	13.51%
Sub-Total	74	100%

Based on table 2, it can be seen that the highest frequency of target messages is on SME in Central Java, East Java, DIY, West Java, and Bali with 26 uploads (35.13%). The lowest frequency of message targets is on the target of SME in Central Java, East Java, DIY, and West Java, which are 3 uploads (4.05%). This shows that the @ganjar_pranowo account uses Instagram to further reach the target audience and carry out one of the digital marketing functions. This is in accordance with what was stated by Oktaviani & Rustandi [11], and Adiyono [12] that the benefits of digital marketing are more cost-effective and efficient, can reach all people, can be used as promotional media, and can increase visitor interest.

The fourth unit of analysis is the type of caption message that is included in the upload of @ganjar_pranowo Instagram feeds. Caption is one of the important elements in advertising. The caption is a text message that describes the uploaded image or video. In the ad component, captions can be referred to as content. Text messages have a contribution in the effectiveness of delivering advertising messages [17]. There are 4 sub-units of analysis in the type of caption message, namely no caption, informative caption, persuasive caption, and coercive caption. Informative caption messages are messages that provide information in the form of facts and data, while persuasive caption messages are messages that aim to change audience attitudes. Coercive caption messages are messages that are coercive, usually in the form of instructions or orders,

Table 3: Types of caption messages uploaded by the @ganjar_pranowo account related to 'Lapak Ganjar'

Message Type	Frequency	Percentage
No caption	0	0%

Informative	87	50%
persuasive	87	50%
Coercive	0	0%
Amount	174	100%

From the data in table 3, it can be seen that there are 87 frequencies that explain the types of caption messages uploaded by @ganjar_pranowo Instagram feeds related to 'Lapak Ganjar' are included in the informative category and 87 frequencies which state that caption messages uploaded to Instagram feeds @ganjar_pranowo related to Ganjar are included in the category persuasive. From the number of frequencies, it can be seen that the upload of feeds uses a combination of informative and persuasive messages.

Informative and persuasive messages convey different results in the minds of audiences. The informative messages in the @ganjar_pranowo caption regarding 'Lapak Ganjar' discuss the categories and requirements for SME that can participate in free promotions on the @ganjar_pranowo account. Meanwhile, the persuasive message in the @ganjar_pranowo caption regarding 'Lapak Ganjar' contains product promotions, as well as testimonials from SME actors.



Figure 1 Uploaded 'Lapak Ganjar' on Instagram account @ganjar_pranowo Edition 68 dated 6 February 2022

Digital marketing in the promotion of SME carried out by the Governor of Central Java provides benefits, namely being more cost-effective and efficient, being able to reach all circles, being a promotional media, and increasing visitor interest, surpassing business competitors with online networks, and increasing sales.

The @ganjar_pranowo account related to 'Lapak Ganjar' provides information that has been provided by business actors. In each edition, 'Lapak Ganjar' also provides special themes, so that not all business actors can promote if it is not in accordance with the specified theme. The editions in 'Lapak Ganjar' can increase sales, but not to stabilize sales because they are only a one-time promotion. Highlighting the value of the product depends on the content that has been created by the business actor, because @ganjar_pranowo only reposts what has been made by the business actor.

5. CONCLUSION

Based on the results of the study, it can be concluded that the account @ganjar_pranowo related to 'Lapak Ganjar' has the type of upload is in the form of images and videos and is dominated by images, which is as much as 85%. The target of @ganjar_pranowo regarding Ganjar is Central Java SME only. Uploads of 'Lapak Ganjar' are also intended for SME in East Java, the Special Region of Yogyakarta, West Java, Bali, DKI Jakarta, Banten, Lampung, South Sumatra, and North Sumatra. Then, Types of caption messages are informative captions, persuasive captions. This shows that the Governor of Central Java did digital marketing with efforts to increase business interactivity with technology-dependent customers; an electronic dialogue (interactive technology) to provide access to information to customers (communities, individuals), and efforts to increase sales acceleration through Instagram. It also performs promotional functions, namely provide information and persuasive. Thus, he utilizes Instagram so that he can carry out effective promotions more cost-effective and efficient, can reach all circles, can be used as a promotional medium, and can increase the interest of Instagram users.

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