

Comparative Analysis of Facebook and Instagram as Web Promotion Tools

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Abstract— Online industry is increasingly promising in line with the rapid development of technology in Indonesia. Brodo is one of the footwear brands in Indonesia using online media Facebook and Instagram as its web promotion tools. Both of the social media used have a high number of followers. The purpose of this study is to determine the followers perceptions on the use of social media Facebook and Instagram of Brodo, with the indicators of quality, reach, frequency, accessibility, usability, and immediacy. It also analyzes whether there is a difference between social media Facebook and Instagram of Brodo. This study is an exploratory survey and the subject of this study is followers of Facebook and Instagram of Brodo who have already bought the product. Sample used is 400 respondents (200 each for Facebook and Instagram). The analysis technique used is Mann-Whitney U-test using SPSS software. The results of the study show that Facebook as well as Instagram of Brodo is perceived in a high category by the followers. Quality indicator has the highest score both for Facebook as well as Instagram. Using Mann-Whitney U-Test, there are significant differences between Facebook and Instagram of Brodo. Facebook is rated more superior than Instagram. The company needs to make a different strategy for these two social media since each of them has its own characteristics.

Keywords— *Web Promotion, Social Media, Facebook, Instagram*

I. INTRODUCTION

Number of world's population in 2015 was as much as 7.21 billion people with an active internet users around the world that reached 3.01 billion. From year to year, the number of internet users in the world grew by 21%. Total of Internet users in Indonesia for the period of 16 years (2000-2015) is 139 million users. The development of the Internet in Indonesia coupled with the characteristics of the people of Indonesia who have high social level. They were also born in the era of social media. In 2015, 72 million people in Indonesia are actively using social media. This is nearly 100% of the number of Internet users in Indonesia. The growth of active users of social media from 2014 to 2015 is 16%. The data proves that the development of social media in Indonesia is very rapid [1]. One industry that is affected by the development of social media is footwear industry. Of the many existing footwear industries, Brodo is one of the e-commerce business using facebook and instagram as their web promotion tools, with the

followers as much as 1.029.681 and 71.400 people, respectively.

The main purpose of social media used by Brodo is to get closer to the community, and to be able to get connected easily with them. In addition to that, Brodo is heavily focusing on delivering a great service. This will eventually attracts people to have more interest on Brodo and at the end will try the product. There are many types of social media that Brodo used, but this research is only focusing on social media that have a great amount of followers, those are Facebook and Instagram. Therefore the objective of this research is to determine the followers perceptions on the use of social media Facebook and Instagram of Brodo, with the indicators of quality, reach, frequency, accessibility, usability, and immediacy. It also analyzes whether there is a difference between social media Facebook and Instagram of Brodo Footwear.

II. LITERATURE REVIEW

The transformation of internet to a social environment boosts social media where individuals can interact and generate content online [2]. They can easily share and access information [3].

Social media is a mean for consumers to share text, images, audio and video information with each other and with companies and vice versa [4]. Social media allows marketers to build a public vote, website presence and strengthen other communications. By using social media, consumers can create content, offer valuable advice to others, exchange information, and generate social support [5][6][7][8].

From the company side, the benefits of using social media are to increase brand popularity, to boost sales, and also to share information in a business context [9][10][11].

Due to their day to day activities in social media, they can encourage companies to remain innovative and relevant. Because of the growth of social media, companies are becoming aware of the importance of this media as web promotion tools that the company could use.

[12] explores the indicators of social media, which are:

1) *Quality*

In the traditional media industry, content quality is substantially narrower than a niche market. This is different

with the fact in social media where content quality has a relatively high variance.

2) Reach

The use of technology in social media as well as in traditional media could reach a global audience. However the media industry typically uses a centralized framework for the organization, production, and distribution, while social media is more decentralized (personal control), less hierarchical (structured), and is distinguished by factors of production and the use or benefit.

3) Frequency

The number of times that the advertising appeared on social media platforms.

4) Accesibility

Production facilities on traditional media usually government or companies (prostate sector) while in social media the facilities is available for public with little or even no cost.

5) Usability

Production in traditional media normally needs special skills and training. On the contrary, social media production only needs a simple interpretation with basic skills. Whoever has the access to social media will be able to operate it.

6) Immediacy

The time lag of communications produced by traditional media can be in a longer time (days, weeks, or even months) compare with that in social media, which is able to get a response immediately.

Social Media is the finish line for the customer's patience. If it is implemented correctly, social media could be one of the most effective and least expensive platforms and could provide a never-ending opportunities for business.

Customers will trust their peers more than to trust traditional advertising, and their colleagues have more influence on their purchasing decisions than traditional advertising. In addition, the status of social media has made it possible to trust the recommendation to achieve billions of social media users worldwide.

Hypothesis:

There is a significant difference between social media Facebook and Instagram of Brodo Footwear.

III. RESEARCH METHOD

The object of this research is social media which consists of quality, reach, frequency, accessibility, usability and immediacy. The objective of the study is to test a comparison between two social media facebook and instagram of Brodo Footwear in order to evaluate whether there is a difference between both of them.

The populations of this study are Facebook followers which is 1.029.681 followers, and followers of Instagram, accounted for 71.400 followers. The sample is both 400 for each social media. Sampling technique used is purposive sampling.

Since the distribution data is not normal, this study use non-parametric statistics. Hypothesis testing used Mann Whitney U-Test.

IV. RESULT AND DISCUSSIONS

Characteristics of respondents shows that the majority of consumers Brodo in Facebook is 21-40 years-old, while the majority of consumers in Instagram are ranging from 20 years to 30 years. This shows that the users of facebook and instagram tend to be youngsters. In terms of income, the majority of Facebook followers earned from Rp. 1,000,000 and Rp 4,000,000, while the majority of income of Instagram followers ranging from Rp. 1.000.000 – Rp. 2.500.000. This means that the followers is from middle-lower income. The result shows that Facebook followers income is higher than that of Instagram followers' income. From the professions' aspect, the majority of the followers both in Facebook, as well as in Instagram are students. This is in line with the target market of Brodo. If we look in more detail, the number of followers whose professions are employees or entrepreneurs is higher in Facebook than in Instagram.

Among five indicators of social media in Facebook and Instagram, which are quality, reach, frequency, accessibility, usability and immediacy, the study shows that usability earned the highest average score of 406 and 394, respectively. Respondents experienced the usefulness of Facebook and Instagram of Brodo as a medium to learn and seek information about the products. They also felt that both medias are suitable for them as a mean of communication not only with company, but also with other consumers. They got many information about the product and they valued Facebook and Instagram as an effective and efficient media used by Brodo. The data is shon in Tabel I.

TABLE I. CUSTOMER'S PERCEPTION OF FACEBOOK AND INSTAGRAM

No.	Indicator	Item	Facebook		Instagram	
			Total Score	Average Score	Total Score	Average Score
1	Quality	4	6252	391	5892	369
2	Reach	2	2988	374	2856	357
3	Frequency	2	3048	381	3020	378
4	Accesibility	2	3136	392	3116	390
5	Usability	2	3244	406	3148	394
6	Immediacy	2	2928	366	2752	344
Total		14	21596	2310	20784	2232

^a Source: Data Analysis 2016

From the table above, we could see that Facebook has a higher total score than Instagram. From each indicators, we can also see that Facebook has a higher score in all aspects. This means that facebook performance as social media as well as web promotion tool is perceived better than that of Instagram. It also can be concluded that people is more familiar with facebook than instagram.

Normality test, using Kolmogorov-Smirnov, is used to analyze and determine whether the data is distributed normally or not. We can see the result from the table below.

TABLE II. NORMALITY TEST USING KOLMOGOROV-SMIRNOV

Users	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Score Facebook	.152	400	.000	.951	400	.000
Instagram	.102	400	.000	.974	400	.000

Based on Table II, it can be seen that the significance score of Facebook is 0.000, and this is the same with Instagram. Since the whole significance for all variables is smaller than 0.05, it can be concluded that the data on Facebook and Instagram is not normal.

Since the data is not categorized as a normal distribution or not homogeneous, non-parametric statistics is used. To test the hypothesis, Mann Whitney U-Test is used. We can see the result from Table III.

TABLE III. HYPOTHESIS TESTING USING MANN WHITNEY U-TEST

Social Media	N	Total Score	Mean Rank	P (sig.)
Facebook	400	21596	438,62	0,000
Instagram	400	20784	362,38	

^b. Source: Data Analysis Using SPSS 20.0 for Windows, 2016

From the output test results of Mann Whitney U-test, both Facebook and Instagram obtained sig or P (*probability*) of 0000 which is less than or less than the critical limit of 0.05 (0.000 < 0.05). This shows that there is a significant difference between Facebook and Instagram of Brodo. Because the test results were statistically shows significant differences, thus H_0 is rejected and H_1 accepted. This means that there is a significant difference between Facebook and Instagram of Brodo.

V. CONCLUSIONS

Based on the research findings, there are several points that needs to be highlighted. Facebook and instagram as web promotional tools consist of quality, reach, frequency, accessibility, usability and immediacy. According to followers perception, Facebook is perceived much better than Instagram. Indicators with the highest score is usability, both in Facebook as well as in Instagram. This means that users feel that both social media give them ease of use in terms of effective and efficient. Users not only could interact well with Brodo but they are able to communicate with other users and find many information easily. However for the immediacy aspect, it has the lowest score for both Facebook and Instagram. This means the involvement that the followers feel is still lacking. It is advisable for Brodo to increase their interaction with their followers intensely. This can be done by responding in an

immediate way to all questions that followers asked. High response is extremely important since social media is a real time basis media. In terms of content, it is also suggested that Brodo should provide a qualified yet interesting content. This will stimulate followers to know more about the product.

Since there is a significance difference between Facebook and Instagram, it is important for the company to distinguish the character of each social media. Based on this, the company may implement a different strategy for both Facebook as well as Instagram. This will maximize the performance of social media used by the company, as web promotion tools.

This research only explore whether there is a difference between Facebook and Instagram, therefore it is recommended to study other means of social media. Comparative study between traditional media versus social media could also be done for further research.

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