

Instagram as Promotion Media for Indonesian Local Brand and Business

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Abstract—The use of new media technology provides various benefits, such as the use of account of istagram (Dagelan Account) as a medium promoting local Indonesian brands and businesses. One of these social media is not only used for socialite but it is able to give other function that is to market Indonesian products through social media. Phenomenology studies are used in this regard considering the many phenomena of social media today, especially Instagram which serve as a campaign media. The usage of Dagelan Accounts on Instagram is as a promoting media for local Indonesian brand, by looking at the followers' responses influenced by trends, tastes, and media habits. Successes can be seen when followers are interested in uploaded photos, so they click 'like', write comments, testimonials, recommend them to friends, follow promoted online shop accounts, and purchase offered products. Through this account many local Indonesian products can be informed to the public, so that people know and buy products.

Key Words—Istagram, Promotion, Brand and Business

I. INTRODUCTION

One of the social media that has been becoming a trend used through the mobile platform today is Instagram. Having officially launched in October of 2010, Instagram grows and amends so fast and it rapidly leads social networking for photo and video sharing on the internet. In fact, Instagram itself is a photo and video sharing app specifically for smartphones that operate with IOS and Android systems. Instagram now has 400 million active users, more than half of its users live in Asia and Europe [1].

Instagram users in Indonesia are among the largest users in the world besides Japan and Brazil. In Indonesia, internet users (netizens) are very active in Instagram. Indonesian netizens use the Instagram, social networking service, to share some valuable moments. In addition, netizens are also contented to share meme photos on Instagram. The term 'meme' comes from the Greek language. It first is introduced by Dawkins through his book "The Selfish Gene". The word "meme" comes from the word "mimeme" which means "something that resembles or mimics" [2].

Funny photos, videos or jokes in fact are some posts preferred by netizens because they make laugh and entertain. No wonder if comedy accounts in Instagram have many followers. We can say @Dagelan, @KomikinAjah, @Devinaaureel, @DagelanTV, @IndoVidgram, @benakrivo. One of the best known local online comedy accounts which has the most number of followers on Instagram is @Dagelan

[3]

Before it is named "Dagelan", this account was called "path_indo". Originally this account was created to accommodate jokes and humors circulating in social media. The origin of "path_indo" name originated because most of the content obtained originated from the Path and the path logo which got yellow and result in jokes and humorous posts in social media which at that time was busy talked by people [4].

@path_indo account was created in January 2014 with the concept of providing fun, jokes and humorous content which are happening. As the running time, @path_indo gets a very good response from Instagram users in Indonesia, with an accelerating growth of followers. When it reached 200,000 followers in June 2014, @path_indo decides to rename @dagelan. The name "Dagelan" is taken from the Javanese language which means Jokes [4].

This Account is the first Instagram account created by Infia Media Pratama Inc. @dagelan account already has more than 9 million followers whose majority of followers are young people. Its number of photos tagged #dagelan by Instagram users has now reached 4.7 million photos (accessed on 15 March 2016, 11:15 pm). It is a very large number, considering the age of site is quite young. This account is visited by many netizens for simply purpose to unwind tired mind because the posted contents can make the lips smile and even laugh [3].

Content uploaded on this account consists of Memes, streep comics, posters, and advertisements. However, nowadays Dagelan is not just an anonymous Account or Influencer with one-way communication, but it also invites followers to share content that indirectly makes Dagelan as a medium with User Generated Content concept. It also works with several other vendors to promote their products and vice versa, Dagelan promotes products from various corporate or local brands and businesses in Indonesia that make Dagelan a promoting medium [3].

Not a few brands and local businesses of Indonesia that are interested to advertise their products to this Dagelan account as a campaign media. And Infia Media Pratama Inc. also dedicates this Dagelan account to support Small-Medium Business in Indonesia. They also consistently use caption "Dagelan Suport Local Brand and business of Indonesia" in every advertisement of local brand of Indonesia.

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This research uses the theory of the 7C framework. This theory argues that there are seven elements that underlie the practice of internet-based marketing communications, namely context, content, community, customization, communication, connection, and commerce. This theory shows a widely used framework as a guide for designing customer interfaces at online marketing web (e-marketing).

II. THEORITICAL FRAMEWORK AND METHOD

The The 7C Framework Theory was proposed by Rayport and Jaworski [5]. This theory argues that there are seven things that cause the practice of internet-based marketing communications, namely context, content, community, customization, communication, connection, and commerce. The 7C Framework is a widely used framework as a guide for designing customer interfaces in online marketing web (e-marketing). Interface is a virtual representation of the values chosen by the company [6].

The success of a business depends not only on how a company can implement each of the 7C Framework elements well, but also how all of those elements work together to support the value of the proportions and business models of the company. There are two concepts can aid the understanding of system development on how to synergize all 7C Framework elements and reinforcement. Fit is how each 7Cs element individually supports the business model well. Reinforcement refers to the level of consistency between each 7Cs element [6].

Based on a study of comparative analysis conducted by Lee and Bensabat in 2004, the 7C Framework can also be applied to design the interface of a mobile application by developing an existing framework into a mobile context [5].

Here are seven concepts that are in the 7C Framework [6]. They are: Context, or look and feel of an interface display with the users. Content defines to the digital information contained within the site, including audio, video, images and text. Community establishes a sense of membership through engagement or the same attraction. Community can be understood as an interaction between users, either with one-to-one or one-to-many interactions.

Customization is the ability of the site to display content that is appropriate for each user. Communication refers to dialogue between the organization (the company) and the user. Connection is a level at which a site can connect to other sites. It is usually shown to the user in the form of underlined text or highlights, images, or graphics when the user clicks on the link will instantly bring up text file, graphic, or sound files, or web pages that are a combination of all these files.

Commerce is a consumer interfaces activity that supports the site to conduct financial transactions. This feature is the most important in a site that is more dominant towards product sales, but not infrequently also exist in sites dominated by information or services. Functional tools that support e-commerce for example registrations, shopping carts, security with authentic and encryption technology, credit card approval, affiliate ordering, configuration technology, order tracking and shipping options. Based on the 7C framework

elements described in the previous section, a 7C framework mapping can be created which is usually used to analyze a business model to be adopted to design a concrete marketing site.

The method used in this study is a qualitative method by conducting a descriptive studies on the object of research. this method is the right method to examine the social field and especially communication. Descriptive method helps researchers to describe the object of research in detail, making it easier to observe the object. Descriptive study helps to observe the content that exist in istagram especially the existing elements of brand Indonesia.

The strategy used in this study is the tradition of phenomenology by considering the many phenomena of social media today Instagram especially made as a promoting media. The emergence of social media is very fast and massive, it is a separated phenomenon in society. The community is given a direct choice to select which social media is needed and what content is in demand to meet the needs of life. Phenomenology is the study of phenomena or social symptom based on the theory of Max Weber (1864 - 1920). This theory emphasizes the method of appreciation or interpretive understanding (*verstehen*). If a person exhibits a particular behavior in society, then the behavior is a realization of the views or thoughts that are in the person's head. Reality is an expression of one's mind, therefore, that reality is subjective or interpretative [7]. Theories in the phenomenological tradition assume that people actively interpret their experiences and try to understand the world with their own experiences. The term phenomenon refers to the appearance of an object, event, or condition being viewed. Therefore, phenomenology is the way used by humans to understand the world through direct experience [8]

III. RESEARCH FINDINGS AND DISCUSSION

A. Determining Factors to Select Account @dagelan as a Promotion Media

1. The biggest entertainment Instagram account in Indonesia.
2. Guarantee real followers / no bot, based on iconosquare.com, 93%followers located in Indonesia.
3. Guarantee real engagement, The most liked content reach over 200k likes and and the most commented content reach over 50k comments.

Based on the study of documentation on the Dagelan account, we could see that this account has a considerable amount of likes and comment on each it's uploads. With the number of likes, each contents reached more than 200 million and the total number of comments reached more than 50 thousand on each content in the upload. This shows the interest of the followers to this account, especially what this account offers. These advantages can affect the followers in large numbers and spread anywhere.

B. Support Local Brand of Indonesia

Infia Media Pratama Inc. aware of the phenomenon in the society that many local Indonesian brands which are still lack of places to introduce their business due to limited cost. Many local brands are not aware of the use of social media to introduce their products to the market making them more widely known in the public. For that reason the management of Infia Media Pratama Inc. wanted to provide a place for local businesses to introduce their business by providing a place of cooperation for local brands which want to promote their products in Dagelan account. Local brands which are capable of producing good commodities require a wider marketing means, so they are better known to the global community.

C. Implementing The 7C Framework on Dagelan Instagram Account

The business success depends not only on how well a company can implement each of the 7C Framework elements, but also on how well all of those elements work together to support the value of the proportion and business model of the company. These two concepts can aid the understanding of system development on how to synergize all 7C Framework elements of reinforcement. Fit is how each 7Cs element individually supports the business model well. Reinforcement refers to the level of consistency between each 7Cs element. The uploaded local brand ads from Dagelan accounts can be analyzed through seven aspects contained in The 7C Framework. They are aspects of context, content, community, customization, communication, connection, and commerce.

1. Context

In this account, there are many uploaded images, such as memes, comics, posters and advertisements. This uploads initially only featured a funny thing, so it is able to attract netizens' attention. Interesting and funny visualizations is the reason and target of this account to entertain the all netizens. Whenever they interested in this account, they will continue to follow this account. The greater interest they have, the easier to influence them through the things that Dagelan offers, including memes, comics, posters, ads containing local Indonesian brands.

2. Content

In the category of content aspect, it can specify the digital information contained in this site, including videos, images and text containing information. Every upload of local brand, Dagelan always attaches a caption "Dagelan Support Online/Brand/Local Business of Indonesia". This indicates that indirectly Dagelan inserts campaigns especially to buy local products through uploading local Indonesian brand ads. By giving a caption "Dagelan Support Online/Brand/Local Business of Indonesia", the site hopes that netizens will be attracted to buy local products. Indeed, it is really important, because it reflects nationalism of Indonesia.

3. Community

In the community aspect, it can be defined as the interaction between users, either one-to-one or one-to-many interactions.

4. Customization

In this aspect, it can be defined as the ability of the site to display a number of contents that are appropriate for all users. It needs to note here that in Instagram application, the site display on admin and on users is alike. So the customization element of this account belongs to the generic element, which refers to sites that display the same information for all users.

5. Communication

In communication aspect, it can be defined as a dialog form between organization (company) and users that can be done through comment column, direct message.

6. Connection

In the connection aspect, it is defined as a level which the site can connect to other sites.

7. Commerce

In the commerce aspect, it can be defined as a commerce feature of an interface activity that the consumer supports the site to perform financial transactions. This feature is the most important in a site that is more dominant towards product sales, but it does not infrequently also exist in sites dominated by information or services. The functional tools that support e-commerce at a site include registrations, shopping carts, security with authentic and encryption technology, credit card approval, affiliate ordering, configuration technology, order tracking and shipping options.

Based on explanation above, we can conclude that the Dagelan account can meet the seven aspects contained in the 7C Framework. Covered aspects are context, content, community, customization, communication, connection, and commerce. Instagram's main strength lies on content, community, and connection.

The success of this Dagelan account as a promotion and advertisement medium cannot be separated from the cooperation of the management team of Dagelan itself. It starts from how they manage their content-creation system in order to attract followers, uploading management system to build strong relationships with all of partners which it should be taken into account.

In addition, the management of Dagelan always give an *inside* or input to all brands about how to make good content of advertisement. Meanwhile the uploading system of the Dagelan management usually uploads ads into its account five times a day.

Dagelan accounts always attempt to consider habit media or media consumption habits of followers. It might be influenced by trends, and tastes, so that messages delivered are not in vain and promoting activities can be successfully proven by the number of likes and comments on each ad upload on the Dagelan account.

IV. CONCLUSION

The Dagelan Instagram account has the potential to be used as a promotional medium because it has features that meet with seven aspects of The 7C Framework. Dagelan account makes Instagram as a local Indonesian brand promotion medium, where the followers response is strongly

influenced by trends, tastes, and media habits. Successes are seen when followers are interested in uploaded photos, so they click like, write comments and testimonials, and recommend them to friends, give ‘follow’ to promoted online shop accounts, and purchase the offered products. The success of this sites can also be proved by the claims of the clients that the followers of Instagram online store account got increased and after advertising the products in the account Dagelan, they experienced increased sales.

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