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DIGITAL MARKETING COMMUNICATION STRATEGY ON THE USE OF INSTAGRAM SOCIAL MEDIA BY BASO ACI GANTENG

Witri Cahyati*¹ Muhammad Dadi Priadi², Dwi Kurniawan Riyadi Putra³,
Dwi Sandra Irawati⁴

Universitas Sangga Buana YPKP*^{1,2,3,4}

Email: witri.cahyati@gmail.com*¹, dadi.priadi@usbypkp.ac.id²,
dwi037977@gmail.com³, nengsanira@gmail.com⁴

Abstract

The use of Instagram social media in implementing product promotion and sales strategies can provide significant convenience for business people. Baso Aci Ganteng uses the Instagram social media account @basoaciganteng as the main promotional media in marketing their products. The purpose of this study is to understand why Baso Aci Ganteng chose Instagram as a digital marketing communication strategy and to determine the advantages gained when using Instagram as a medium for digital marketing communication strategies. This study uses a qualitative research method approach with a case study approach. Data collection techniques include interviews, observations, and documentation studies. The research obtains data sources directly from business people, where the key informants are the business owners themselves and other main business actors as primary data sources. Based on the results of the research, the researcher concludes that Baso Aci Ganteng practices digital marketing communication strategies online through Instagram, which connects to a wider reach of consumers and thus increases sales.

Keywords: Marketing Communication Strategy, Digital Marketing, Instagram

Abstrak

Studi ini juga menemukan bahwa pendidikan literasi di sekolah dan keluarga memainkan peran penting dalam membentuk keterampilan berpikir kritis individu. Pembelajaran yang melibatkan media digital yang relevan dan konten yang disesuaikan dengan kebutuhan individu, serta pendekatan yang mendorong refleksi kritis dan dialog, dapat meningkatkan literasi di era digital dan keterampilan berpikir kritis. Landasan teoritis yang mendukung hubungan antara literasi di era digital dan keterampilan berpikir kritis dieksplorasi untuk memberikan pemahaman yang lebih dalam tentang peran literasi di era digital. Metode penelitian yang digunakan adalah pendekatan kualitatif yang melibatkan dua kelompok subjek penelitian, yaitu siswa sekolah menengah atas dan mahasiswa. Pengumpulan data dilakukan melalui wawancara mendalam dan survei untuk mendapatkan pandangan dan persepsi mereka terkait literasi dan berpikir kritis di era digital. Hasil penelitian menunjukkan bahwa peningkatan literasi di era digital secara signifikan berkontribusi pada pengembangan potensi berpikir kritis individu. Subjek penelitian yang memiliki tingkat literasi lebih tinggi cenderung lebih mampu

menganalisis informasi secara kritis, mengidentifikasi berita palsu, dan mengevaluasi sumber informasi secara kritis. Mereka juga memiliki kesadaran yang lebih tinggi terhadap bahaya informasi yang menyesatkan dan lebih mampu memilah informasi yang relevan.

Kata Kunci: Literasi, Era Digital, Berpikir Kritis

INTRODUCTION

The development of culinary business in Indonesia is experiencing rapid growth, especially with the emergence of online food and beverage ordering services through applications like Go-Jek in Indonesia. Culinary business players in Indonesia also utilize Instagram social media as a promotional medium for marketing food and beverage products. According to a report titled Digital 2021 from <https://wearesocial.com/digital-2021>, the number of Instagram users in Indonesia ranks 4th in the world after India, the United States, and Brazil, with 85 million users out of a total population of 274.9 million.

This impressive statistic underscores the significant role that Instagram plays in the marketing strategies of culinary businesses in Indonesia. With 85 million users, Instagram offers a vast audience that can be tapped into for brand awareness, customer engagement, and product promotion (Mukhsinov & Ergashodjayeva, 2023). As a visual platform, Instagram is particularly effective for the food and beverage industry, where appealing visuals are crucial in attracting consumers. By posting high-quality images, short videos, and interactive content such as stories or live streams, culinary entrepreneurs can showcase their products in ways that capture attention and entice potential customers. This approach allows businesses to reach both local customers and international audiences, especially with the platform's growing popularity in Southeast Asia.

In addition to visual appeal, Instagram's algorithms help businesses target the right audience through personalized feeds and sponsored advertisements. With features like hashtags and geotags, culinary businesses can optimize their reach to specific demographics, ensuring that their content appears in front of users who are most likely to be interested in their offerings. This level of precision in audience targeting is particularly useful for small and medium-sized enterprises (SMEs) in the food industry, as it allows them to compete with larger companies by creating niche markets and loyal customer bases (Veleva & Tsvetanova, 2020).

Furthermore, Instagram has evolved from merely being a photo-sharing app to becoming an essential tool for customer interaction and relationship-building (Khan, t.t.). Many culinary businesses in Indonesia have integrated Instagram into their customer service by actively responding to comments, inquiries, and even complaints through direct messages or comments on posts. This two-way communication not only helps businesses maintain customer satisfaction but also humanizes the brand, making it more approachable and trustworthy (Chomiak-Orsa & Liszczyk, 2020).

The rise of influencers and food bloggers on Instagram has also contributed to the growth of the culinary business in Indonesia. By collaborating with influencers who have large followings, businesses can amplify their marketing efforts through influencer marketing

(Chen dkk., 2021). Influencers, especially in the food industry, often create reviews, recommendations, and personal stories around the products they endorse, which can significantly impact their followers' purchasing decisions. This form of marketing has become increasingly popular in Indonesia, where consumers tend to trust personal endorsements from influencers more than traditional advertisements. Many culinary businesses have seen a boost in sales and brand visibility after partnering with well-known food bloggers or social media personalities (Handayani dkk., 2022).

The synergy between online food delivery services like Go-Jek and promotional platforms like Instagram further accelerates the expansion of the culinary business. Consumers can easily discover new restaurants or food options on Instagram and immediately place orders through apps like Go-Jek or Grab. This seamless integration between discovery and purchase has created a new ecosystem for food businesses to thrive in the digital age. For example, when a restaurant launches a new menu item, it can post it on Instagram, generate buzz through influencers, and then offer convenient delivery through Go-Jek's platform, making the entire process smooth for both the business and the consumer.

The COVID-19 pandemic has further accelerated the adoption of digital platforms in the culinary industry. With restrictions on dine-in services and social distancing measures in place, many restaurants and food vendors had to pivot their business models to rely on online orders and social media marketing. Instagram became a lifeline for many businesses, allowing them to stay connected with their customers, announce changes in operating hours, promote special deals, and even offer virtual cooking classes or behind-the-scenes videos. This shift towards a more digital approach has transformed the way culinary businesses operate, and many of these changes are likely to persist even after the pandemic subsides (Peter & Dalla Vecchia, 2021).

In terms of competition, the growth of the culinary business on Instagram has led to a more dynamic and competitive market. Entrepreneurs are continuously finding creative ways to stand out from the crowd, whether by introducing innovative food concepts, leveraging trends, or creating unique brand identities that resonate with their target audience. For instance, some culinary businesses in Indonesia have adopted eco-friendly packaging, while others emphasize locally sourced ingredients or offer plant-based menus to cater to the growing demand for sustainable and healthy food options. These efforts not only differentiate businesses from their competitors but also align with global consumer trends, further enhancing their appeal to a broader market (Lai & Yu, 2021).

Additionally, Instagram's e-commerce features, such as Instagram Shopping, allow businesses to tag their products in posts and stories, enabling users to purchase items directly from the platform (Munsch, 2021). This integration of social media and e-commerce has been a game-changer for culinary businesses in Indonesia. Rather than redirecting customers to external websites or apps, Instagram Shopping provides a streamlined experience where users can browse, select, and purchase food items without leaving the app. This feature has been particularly beneficial for smaller businesses that

may not have the resources to develop their own websites or e-commerce platforms but still want to engage in online sales (Ayman & Kaya, 2020).

However, despite the many benefits of utilizing Instagram for marketing, there are also challenges that culinary businesses must navigate. One of the primary challenges is the saturation of content on the platform (Vukmirović dkk., 2020). With millions of users posting daily, it can be difficult for businesses to maintain visibility and engage with their audience effectively. The constantly changing algorithms can also affect how often posts are seen by followers, making it essential for businesses to stay up-to-date with Instagram's features and best practices. This might require hiring social media managers or investing in paid advertisements to ensure their posts reach a wider audience (Moktadir dkk., 2020).

Another challenge is the time and effort required to maintain an active presence on Instagram. Posting high-quality content consistently, responding to messages and comments, and engaging with followers can be time-consuming, especially for small business owners who are already managing other aspects of their business. To overcome this, some businesses opt to hire social media agencies or content creators to manage their accounts, ensuring that their brand stays active and engaging without overwhelming the business owners themselves.

Moreover, the reliance on Instagram as a primary marketing platform comes with the risk of changes in the platform's policies or features, which could potentially impact how businesses operate. For example, if Instagram were to introduce fees for certain services or limit the reach of business accounts, culinary businesses would need to adapt quickly to avoid losing their audience (Sari dkk., 2023). As a result, businesses are encouraged to diversify their marketing strategies by building an online presence across multiple platforms, such as Facebook, TikTok, or YouTube, in addition to their offline marketing efforts.

Culinary business players in Indonesia, particularly in Bandung, market their products both online and offline. One popular culinary business is Baso Aci Ganteng, known for its affordable price and delicious taste. Elpan Delahanty, one of the owners of Baso Aci Ganteng, in an interview on April 15, 2021, explained that Baso Aci Ganteng is currently five years old since its establishment in 2016 and now has 12 sales outlets in six cities, including five locations in Bandung: 1. Jl. Japati Telkom, 2. Jl. Karawitan No. 50B, 3. Jl. Geger Kalong Girang No. 69, 4. Jl. Venus Raya No. 11, and 5. Jl. RE Martadinata/Riau No. 36. Other cities include Cimahi, Jakarta, Bekasi, Karawang, and Sukabumi.

Baso Aci Ganteng currently has one Instagram account, @basoaciganteng, with 60,600 followers as of April 21, 2021. With many followers, it is easier for Baso Aci Ganteng to market its products. Based on the above data, we conducted a study titled "Digital Marketing Communication Strategy on the Use of Instagram Social Media by Baso Aci Ganteng."

METHOD

This study uses a qualitative approach with a case study method. This type of qualitative research attempts to describe the object of study based on the facts in the field. The qualitative research approach aims to describe, record, analyze, and interpret conditions that occur to obtain information about a group of people or an object to create a systematic, factual, and accurate depiction of the facts and phenomena investigated (Purwanza, 2022). The qualitative research strategy is a case study approach to answer the research questions in the study focus. The object of this research is the Instagram account Baso Aci Ganteng, @basoaciganteng. Data collection techniques include interviews, observations, and documentation studies. Data analysis techniques use the interactive model analysis from Miles and Huberman, which includes data reduction, data display, and conclusion drawing/verification. Data reduction is the process of refining data by reducing unnecessary or irrelevant data and adding needed data. Data display involves organizing collected information based on required categories or groupings. Data verification ensures that initial conclusions are supported by strong evidence collected during subsequent data collection stages. Triangulation is used to test the validity of the data, meaning checking the data from various sources with different times and tools qualitatively.

RESULTS AND DISCUSSION

Research Result

In simple terms, marketing communication strategy relates to the communication planning process in marketing activities. According to Rustemi dkk., (2020), strategy is defined as "a pattern or plan that integrates the major goals, policies, and action sequences of an organization into a cohesive whole." Steiner and Miner state that strategy refers to "the formulation of the mission, objectives, and fundamental goals of an organization; strategies, programs, and policies to achieve them; and the methods necessary to ensure that the strategies are implemented to achieve organizational goals."

Kapustina dkk., (2021) defines communication strategy as a plan that includes methods, techniques, and functional relationships between elements and factors of the communication process to achieve operational goals and objectives. Thus, a marketing communication strategy is essentially a communication planning process aimed at achieving marketing operational goals and objectives. Kim dkk., (2021) notes at least three interesting aspects of the development of marketing communication in the 21st century. First, the strategy offers fresh breakthroughs that combine advertising, promotion, and public relations as alternatives to the old paradigm that emphasizes advertising and promotion. Second, its holistic approach connects various stakeholders, both internal and external. Third, its flexibility in combining different disciplines and personnel levels to create synergy.

Definition of Digital Marketing

According to Irfan dkk., (2021) in the book *Marketing Strategy In the Digital Era*, digital marketing is a blanket term for targeted, measurable, and interactive marketing of goods or services using digital technologies to reach and convert prospects into

customers and retain them. Its primary goal is to promote brands, build preferences, and increase sales through various digital marketing techniques. Alternative terms for digital marketing include "online marketing," "internet marketing," or "web marketing." Digital marketing efforts involve using internet-connected devices and diverse digital strategies and media to communicate with potential consumers through online communication channels.

Definition of Instagram Social Media

According to Nisrina, Instagram is an application used to share photos and videos. Instagram became part of Facebook after Mark Zuckerberg acquired it in 2012, allowing Facebook friends to follow our Instagram account. Instagram's growing popularity as a photo-sharing application has led many users to start online businesses by promoting their products through Instagram. According to Atmoko, Instagram is a highly favored social media platform with many business opportunities for users, as it can be used as a marketing communication medium by sharing product photos and gaining many followers. Instagram makes it easier for consumers to view and comment on products.

Instagram Social Media Indicators According to Atmoko in his book Instagram Handbook, the indicators of a social media platform are:

- a. **Hashtag:** A label (tag) given a # symbol. This feature is important as it makes it easy for users to find photos on Instagram with specific labels.
- b. **Location (Geotag):** Smartphones are equipped with a geotag feature to identify the location where the photo was taken.
- c. **Follow** A system to follow other users' accounts or have Instagram followers.
- d. **Share:** Photos or videos from Instagram can be shared on other social networks.
- e. A heart symbol is used to indicate that other users like a photo uploaded by someone.
- f. **Comment:** Interaction on Instagram involves giving suggestions, praise, or criticism.
- g. **Mention:** Tagging other users in photo captions or comments to communicate with them.

Instagram for Business

According to the MTARGET ebook series, digital marketing is a tool for marketing tactics done through digital media. Steps to create a digital marketing strategy for businesses include:

- a. **Identify the audience:** Know who you are trying to reach, their preferences, and needs, and where you can meet their expectations. This is the time to create your buyer persona.
- b. **Set goals:** Set goals using the S.M.A.R.T framework, ensuring each goal is Specific, Measurable, Attainable, Relevant, and Time-bound.
- c. **Build a brand:** Know the core benefits of why customers choose you and how you will communicate your unique value proposition effectively.

- d. **4. Distribute content:** Create and distribute content that engages your customers and map out a specific communication or content plan for each channel. Promoting content on social media is also important.
- e. **Understand competitors:** Learn from the successes and mistakes of your industry competitors.

Research by Muntazah Arina Novalia Emiilia and Ridhana Intan on "Digital Marketing Communication Strategies to Increase Brand Loyalty During the COVID-19 Pandemic" shows that to increase brand loyalty, CV Khairil Tour and Travel implemented digital marketing communication strategies through various social media platforms, including Instagram, Facebook, WhatsApp, and YouTube. M. Aldrian Wijaya's study on "The Effectiveness of Digital Marketing Communication on SME Products During the COVID-19 Pandemic" shows a relationship between integrated marketing communication through the internet and consumer behavior with cognitive, affective, and conative changes.

While the aforementioned studies discuss marketing communication during the COVID-19 pandemic, this study focuses on the use of Instagram (a case study on the Instagram account @Basoaciganteng). In marketing its products, Baso Aci Ganteng uses Instagram as a marketing communication strategy. Based on interviews with informants Mr. Elvan and Mr. Rinaldy, the owners of Baso Aci Ganteng, the results show that Instagram is used because it is an effective platform to market products and interact directly with consumers. The use of Instagram social media includes displaying various types of Baso Aci products, such as the original aci base, spicy base aci, and fried base aci, accompanied by attractive photos and videos.

Based on the interviews, Baso Aci ganteng's marketing communication strategy on Instagram can be described as follows:

- a. **Content Creation:** Baso Aci Ganteng uses Instagram to create engaging content, including photos and videos that showcase their product varieties and highlight customer testimonials.
- b. **Engagement:** They actively engage with their audience by responding to comments, messages, and mentions, creating a sense of community and loyalty among followers.
- c. **Promotion:** They utilize Instagram's features, such as stories, posts, and ads, to promote new products, discounts, and special offers.
- d. **Hashtags:** Strategic use of hashtags helps increase the visibility of their posts and attract new followers interested in culinary products.
- e. **Influencer Collaboration:** Collaborating with influencers helps Baso Aci Ganteng reach a wider audience and gain credibility through endorsements from trusted personalities in the culinary field.

CONCLUSION

Baso Aci Ganteng's use of Instagram as a digital marketing communication strategy has not only increased brand awareness but also significantly boosted sales through targeted

and interactive content. By utilizing Instagram's visual-centric platform, the brand effectively showcases its products, particularly through high-quality photos and videos that highlight the appeal of its signature dishes. These visually engaging posts capture the attention of potential customers and provide an immediate sense of what the brand has to offer. One of the key advantages of Instagram for Baso Aci Ganteng is its ability to reach a broader audience through various features such as hashtags, geotags, and Instagram Stories. By using popular and relevant hashtags, the brand can appear in the feeds of users who may not already follow them, expanding their reach beyond their existing customer base. Geotags help the brand tap into local markets by making their posts discoverable by users searching for food options in specific locations.

Additionally, Instagram allows for direct engagement with customers, which strengthens the brand's connection with its audience. Through comments, likes, and direct messages, Baso Aci Ganteng can interact with customers, respond to inquiries, and even address concerns in real time. This level of interaction helps build a loyal customer base and fosters a sense of community around the brand. Finally, the creative use of Instagram Stories and Reels provides Baso Aci Ganteng with an opportunity to create dynamic and time-sensitive content that keeps its audience engaged. By posting behind-the-scenes content, promotional offers, and customer testimonials, the brand maintains a vibrant and relatable presence on the platform, which further drives customer interest and conversions.

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