



Use of Instagram as a Means of Promotion by Creative Fashion Industry Manager in Bekasi City

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Abstrak

Penelitian ini bertujuan untuk mengetahui pemanfaatan Instagram sebagai Sarana Promosi oleh Pengelola Industri Kreatif Fashion di Kota Bekasi. Penelitian difokuskan pada Pengelola yang menggunakan Instagram sebagai sarana promosi, ada tidaknya personil khusus yang mengelola Instagram, frekuensi update informasi di Instagram, materi promosi, keunggulan yang dipromosikan, penilaian keberhasilan promosi, kriteria dan tingkat keberhasilan promosi melalui Instagram. Metode yang dilakukan adalah Survei dengan teknik analisis deskriptif. Teknik Pengumpulan data antara lain penyebaran angket/questioner, wawancara dan studi pustaka. Populasi penelitian adalah 220 pengelola. Sampel diukur dengan rumus Yamane yang menghasilkan ukuran sampel 69, diproporsikan berdasarkan wilayah dan ditentukan dengan cara random. Hasil penelitian memperlihatkan seluruh responden menggunakan media sosial dan Instagram merupakan media sosial yang paling banyak digunakan dan dinilai paling efektif oleh Pengelola Industri Fashion di Kota Bekasi. Sebagian besar pengelola atau sekitar 97% menyediakan personil dan dana khusus untuk mengelola Instagram. 78% pengelola melakukan update informasi di Instagram setiap hari dan materi yang paling banyak diinformasikan mengenai daftar produk serta kualitas produk menjadi keunggulan yang dipromosikan di Instagram. Sebanyak 61% pengelola selalu melakukan penilaian keberhasilan promosi dengan jumlah Friends/Like/Members sebagai kriteria utama penilaian. Beriklan melalui Instagram dinilai berhasil oleh sekitar 59% pengelola dan dianggap kurang optimal oleh 41% pengelola industri fashion di Kota Bekasi.

Kata Kunci: Instagram, media sosial, promosi, industri fashion kreatif, Bekasi

Abstract

This research aims to determine the use of Instagram as a promotional tool by creative fashion industry managers in the city of Bekasi. The research focused on managers who use Instagram as a promotional tool, whether there are special personnel who manage Instagram, the frequency of updating information on Instagram, promotional materials, the advantages being promoted, assessing the success of promotions, the criteria and level of success of promotions via Instagram. The method used was a survey with descriptive analysis techniques. Data collection techniques include distributing questionnaires, interviews and literature studies. The research population was 220 managers. The sample was measured using the Yamane formula which resulted in a sample size of 69, proportional by region and determined randomly. The results of the study showed that all respondents used social media and Instagram was the social media that was most widely used and considered the most effective by industrial managers. Fashion in Bekasi City. Most managers or around 97% provide special personnel and funds to manage Instagram. 78% of managers update information on Instagram every day and the most informed material regarding product lists and product quality is an advantage that is promoted on Instagram. As many as 61% of managers always assess the success of promotions using the number of Friends/Likes/Members as the main assessment criterion. Advertising via Instagram is considered successful by around 59% of managers and is considered less than optimal by 41% of fashion industry managers in the city of Bekasi.

Keywords: Instagram, social media, promotion, creative fashion industry, Bekasi.

A. Introduction

The growth of social media use in Indonesia has increased significantly. Based on survey results from the Indonesian Internet Service Providers Association (APJII), Internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased 2.67% compared to the previous period of 210.03 million users. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people. Compared to the previous survey, the Internet penetration rate in Indonesia this year increased by 1.17% compared to the 2021-2022 period, which was 77.02%. For information, the trend of internet penetration in Indonesia is increasing every year. In 2018, the domestic internet penetration rate reached 64.8% and increased to 73.7% in 2019-2020.

Information is an important entity of social media. What for? Because unlike other media on the Internet, social media users create representations of their identities, produce content, and interact based on information. (Nasrullah, 2015:19). Like the function above, this media allows us to exchange information with all other media users. However, in its development, social networking is not only used for personal needs, but has now expanded the scope of its use to other aspects, one of which is the business aspect, especially advertising.

One of them is trade-related promotional activities carried out by the fashion creative industry in Bekasi City. The presence of social media in digital era marketing can be seen from two sides, namely from the advertiser's side and from the social network user's side. Social networks offer offers with a variety of content. Advertisements can not only be produced in written form, but also in audio, visual, and even audio-visual form. Advertising production and use of social media are also trending requires lower costs. Apart from that, the goals of potential consumers can also be determined based on the process of the tools available on social networks. (Nasrullah, 2015:161).

The creative industries which have been the pillars supporting the growth of the creative economy in Bekasi City are as follows:

- a. Fashion Industry
- b. Design Industry
- c. IT Industry (Information Technology)
- d. Culinary Industry
- e. Arts and Crafts Market
- f. Performing Arts or Showbiz

Bekasi is one of the tourist destinations in Indonesia, especially for commercial tourism. As one of the creative cities in Indonesia, Bekasi exhibits various creative industry products, including fashion. Factory stores and distribution are one of the innovative industries. Bekasi City must be more creative in producing products unique and innovative products. Another important thing to do is run promotions. This can be done in various ways, for example through the media, internet, sponsoring student activities or on campus. One solution is to use social media such as Facebook, Instagram, WhatsApp, Line, Twitter, Skype, Pinterest, etc.

Currently, social networking is still a term that has many meanings and various definitions completely the same. For example, Safko explains that social media refers to a set of activities, practices, and behaviours within communities of people who gather online to share information, knowledge, and opinions through conversation. Conversation media itself is a web-based application that provides ease and convenience in creating and sending content in the form of words, images, videos and sounds (Safko & Brake, 2009; p.6).

Rulli Nasrullah in his book *Social Media: Perspectives, Culture and Sociotechnology* (2015, p. 11), explains several definitions of social media originating from various research literature, including:

1. According to Mandiberg (2012), social media is media that accommodates collaboration between users who produce content (user-generated content).
2. According to Shirky (2008), social media and social software are tools to increase users' ability to share, collaborate among users and take collective action, all of which are outside institutions or organizations.
3. Boyd (2009) explains social media as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. Social media has the power of user-generated content (UGC) where content is generated by users, not by editors as in mass media institutions.
4. According to Van Dijk (2013), social media is a media platform that focuses on the existence of users which facilitates their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond.
5. Meike and Young (2012) define the word social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one to one) and public media to share with anyone without individual specificity.

Creative Industries

The creative industry is an industry that arises from the use of individual creativity, skills and talents to create prosperity and employment opportunities through the creation and use of individual creative abilities and creativity. Through the creative economy, it is hoped that the development of Indonesian industry, which was previously dominated by mining and oil and gas, can shift to alternative industries from renewable sources and focus more on creating the creative power of Indonesian society.

The Indonesian Ministry of Trade has mapped 1 creative industry sector consisting of:

- 1) Advertising:
- 2) Architecture
- 3) Art Goods Market
- 4) Crafts
- 5) Design
- 6) Fashion
- 7) Video, Film and Photography
- 8) Interactive Games (games)
- 9) Music
- 10) Performing Arts (showbiz)
- 11) Publishing and Printing
- 12) Computer Services
- 13) Software
- 14) Television & Radio (broadcasting)

This research focuses on the use of Instagram by fashion industry managers in the city of Bekasi and is part of a study on the use of social networks by creative agents in the fashion industry in the city of Bekasi. The presentation focuses on the type of manager who uses Instagram, whether there are special personnel, the frequency of information updates on

Instagram, promotional materials, advertised benefits, advertising success assessment, criteria and level of success of promotions via Instagram.

B. Methodology

This research is quantitative research using survey methods and descriptive data analysis techniques. The survey method is a research method that uses questionnaires as a data collection tool. The aim is to obtain information about a certain number of respondents who are considered to represent a certain population. In surveys, the process of collecting and analyzing social data is very structured and detailed, using questionnaires as the main tool to collect information from a number of people who are believed to represent a certain population group (Rachmat, 2009: 59). The subjects involved in this research were creative fashion industry players in Bekasi City totalling 220 people. The sampling technique used was proportional random sampling, where the sample size was obtained using the Slovin Formula based on the formula above with a population of 220 people with an error of 10% resulting in a sample size of 69 people.

C. Result and Discussion

a. Use of Social Media by Creative Fashion Industry Managers

The results of a study on the use of social networks as advertising media by fashion creative industry managers in Bekasi City can be seen in the table below.

Table 1. Use of Social Media

Use of Social Media	F	%
Yes	69	100
No	0	0
Amount	69	100

All respondents or one hundred percent of respondents carried out promotions using social media. They see that social media can be a necessary advertising medium, with low costs but capable of reaching a wide audience or even a more specific audience depending on the target market.

b. Selection of social media for promotion

The choice of social media as a promotional tool cannot be separated from the company's target market, of course in addition to the availability of management resources and advertiser capital to carry out advertising. The selection of types of social media made by fashion creative industry managers in Bekasi City is explained in the following table:

Table 2. Social media used for promotion

Social media	Yes		No	
	F	%	F	%
Facebook	57	83	12	17
Whatsapp	30	43	39	57
Twitter	44	64	25	36
Instagram	59	86	10	14
Google+	11	16	58	84

The results of the research above show the level of use of social networks among fashion creative industry managers in the city of Bekasi. The table above shows that each managers not only use one media but also several media as a means of promotion. Instagram is the most widely used social media, reaching 86% or used by 59 industry managers, Facebook is used by 57 industry managers or around 74%, and Twitter is used by 44 managers or around 64%. Instagram is utilized as the most widely used social media because the features provided by this application really support advertising because it is image based.

c. Use of Instagram as a Promotional Media by Fashion Industry Managers.

Table 3. Use of Instagram

	F	%
Yes	59	86

No	10	14
Amount	69	100

From the table above, it can be seen that 59 fashion industries or around 86% use Instagram to promote their products. Meanwhile, 10 managers or around 14% do not use Instagram for promotion. The results of this research show that Instagram is the media most widely used by fashion industry managers in the city of Bekasi, this number is higher than Facebook.

d. Special personnel who manage Instagram

Table 4. Special Personnel

	F	%
Yes	57	97
No	2	3
Amount	59	100

Based on Table 4 above, it can be seen that of the 59 fashion industry officials in the city of Bandung who use Instagram to promote their products, around 57 of them have special staff to manage Instagram and the other 2 people do not have special staff but are combined with other departments, including marketing and promotions. The research results show that social media managers realize the importance of having special staff to manage Instagram. This is related to information management, updating information and professionalism in implementing promotional programs. The managers believe that with special staff dedicated to Instagram, all necessary promotions can run well, feedback to social network users can be well directed and made to satisfy the social network users. The specific employee responsible for managing Instagram does not have to be a separate department but is always part of the advertising or marketing department, it's just that there are different and clear responsibilities for them. The managers of this social network are different, there are Instagram fashion industries that are managed by one person and there are also more than 3 people, but they still think that a large number of employees are not needed because the implementation is not too complicated. They are still part of the promotion department and marketing. Even for some Distributors or Apparels who don't have a special marketing and promotion department, social media is an alternative for carrying out promotions for those who feel the need to assign special staff to manage it. Meanwhile, some in the fashion industry believe that managing Instagram does not require special staff but can be done by every employee who is active on the social network. still not optimal, for example just introducing a new product.

e. Frequency of Updating Instagram

Table 5. Frequency of Instagram updates

	F	%
Every day	46	78
1-2 times a week	5	8
3-4 times a week	5	8
5-6 times a week	2	3
Other	1	2
Amount	59	100

One of the advantages of using social networks is that information updates can be done quickly. Updating this information is important because competition in the fashion industry in the city of Bekasi is quite strong and managers use social networks quite a lot. The results of the study on the frequency of Instagram updates can be seen in Table 5. Around 78% or 46 managers update Instagram every day, which shows the importance of conveying the latest information to the audience. 5 managers update information 1-2 times and 3-4 times per week, the rest update information 5-6 times per week. Choosing to update Instagram every day shows the latest information that is important to managers, while providing fast feedback for people to pay attention to.

f. Promotional Material delivered via Instagram

Table 6. Promotional Materials

	Yes	%	No	%
Product list	48	81	11	19
Detailed product explanation	24	41	35	59

New product launching	39	66	20	34
Advantages or Benefits	26	44	33	56
Promo event schedule	26	44	33	56

The data in Table 6 was collected based on respondents' choices when filling out documents on Instagram that they manage. Each manager can choose several answer choices, so it can be seen that almost all fashion industry managers in the city of Bekasi convey various information on their Instagram. The information most frequently conveyed was product listings, of the 59 Instagram users, 48 of them shared this information. Furthermore, 39 managers provided documents related to new product launches. Promotional event calendars, detailed product explanations, advantages and benefits are used as promotional materials by most managers, especially managers 24 and 26. The characteristic of Instagram is that each manager can freely manage the information or promotional materials that he will convey to the public.

g. The advantages conveyed in Promotion on Instagram

Table 7. Advantages presented

	Yes	%	No	%
Product quality	55	93	4	7
Service quality	12	20	47	80
Product Price	32	54	27	46
Location	14	24	45	76

Apart from the form of promotional material provided on Instagram, every manager of course also pays attention to the benefits they want to promote to Instagram users. The data in Table 7 was obtained based on selected responses where each manager can choose several responses. Based on the data above, the main benefit conveyed by Instagram managers is related to product quality, as many as 55 managers or 93% of the benefits are related to product price. delivered by 32 managers, location excellence, professional facilities delivered by 14 managers, and quality of service provided by 12 managers.

h. Assessment of Promotion Success on Instagram

Table 8. Assessment of Promotion Success

	F	%
Always	36	61
Often	16	27
Sometimes	6	10
Never	1	2
Amount	59	100

Based on Table 8, you can see the results of research on the frequency of evaluating the success of Instagram promotions. Evaluation or assessment of a promotion is important to find out whether the promotion we are running is right on target and in line with the promotional objectives. Around 36 managers or 61% surveyed always assess the success of the promotions they run via Instagram, only 6 managers or 10% never assess the promotions they run on Instagram. Evaluating the success of a promotional program means considering and determining the next promotional steps so that the promotional program is right on target, directed and more in line with the objectives of the current trade promotion program. Weaknesses in advertising activities carried out via Instagram and need for improvement.

i. Criteria for the success of promotional programs via Instagram

Table 9. Promotion Success Criteria

	F	%
Number of friends/Likes/members	38	64
Understanding of the product	6	10
Comments regarding promotions	14	24
Other	1	2
Amount	59	100

In the assessment of promotions via Instagram carried out by managers of the Bekasi City fashion creative industry, of course the criteria for assessing the success of the promotion are determined first. Data in Table 9 shows that 38 managers out of 64% determined success criteria based on the number of friends/likes/members, while 14 managers or 24% determined

success criteria based on comments about the promotion that visitors sent about the promotion. They make. Six managers, or around 10%, determined advertising success criteria based on people's understanding of the products they advertised.

J. Successful Promotion via Instagram

Table 10. Promotion Success

	F	%
It's been successful	35	59
Not Optimal	19	32
Average	5	8
Unsuccessful	0	0
Amount	59	100

Based on the criteria explained in the previous table, data will be collected in table 10 regarding the success of the promotion carried out. Thirty managers, or around 59%, rated Instagram ads as successful, while 19 managers, or around 32%, said Instagram ads were less than optimal, and 5% thought they were average.

D. Conclusion

Based on the results of research and discussion regarding the use of Instagram as a promotional tool by fashion industry officials in Bekasi City, the following conclusions can be drawn:

A. Instagram is the most popular social network and is considered the most effective advertising tool by fashion industry officials in Bekasi City. The importance of Instagram as a promotional tool can be seen from the majority of managers who allocate special staff to manage Instagram and provide special funds for advertising via Instagram.

B. Up to 78% of managers consider it important to update information on Instagram every day and the most informative documents are product lists and product qualities, which are the benefits promoted on Instagram. Up to 61% of managers still evaluate promotion success using the number of friends/likes/members as the main evaluation criterion. Advertising via Instagram is considered successful by around 59% of managers and is considered less than optimal by 32% of fashion industry managers in the city of Bekasi..

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