

Analysis of Social Media Marketing Strategy Through Instagram in Increasing Consumer Buying Interest in Jjstorecirebon Store

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ABSTRACT

This study aims to find out how the marketing strategy via Instagram has been implemented by Jjstorecirebon Stores to increase consumer buying interest, what obstacles have been faced in implementing the marketing strategy so far at Jjstorecirebon Stores, and which marketing strategies can attract consumers to buy at Jjstorecirebon Stores. This study uses a descriptive research method design using a qualitative approach, namely the observation method and conducting interviews at the research site at the Jjstorecirebon store. The results of the study show that Jjstorecirebon stores apply a marketing strategy to their products using STP (Segmenting, Targeting and Positioning) values. The strategy in the marketing mix applied by Jjstorecirebon Stores is the product strategy for Jjstorecirebon Stores to provide the best and guaranteed product quality, in setting prices on products, adjusting to prices on the market, the promotion strategy carried out by Jjstorecirebon Stores is promoting it through various social media and being in strategic location and easy to reach by consumers. The obstacles faced by jjstorecirebon stores in implementing marketing strategies, namely competition in marketing cosmetic products became tight and some of the cosmetic products sold by jjstorecirebon stores were less attractive to consumers. In attracting consumer buying interest, and experiencing an increase in the implementation of promotional strategies through social media.

Keywords: Consumer Buying Interest, Marketing Strategy

INTODUCTION

Business development in the modern era is growing very rapidly and experiencing continuous changes. Along with these developments in the technological, economic, industrial and social fields, it has had a sizable beneficial impact on the results that have been achieved by business people. Every businessman cannot be separated from the name of a marketing strategy that aims to market and promote the business he manages. Various kinds of marketing strategies using social media, brochures, pamphlets, banners and others. This has an impact on decreasing revenue which affects company profits, so companies need to pay attention to marketing strategies so that there is no decrease in income. In this all-digital era, promoting a business is not as expensive as before and more effective because it doesn't fully use print media, but social media. The existence and diversity of social media is currently utilized for business development purposes. The rapid development of the world of technology and information in recent years has made the internet a communication tool that is in great demand by the public. This is the background of the change from conventional communication to modern and all-digital. Developments have accelerated after the internet began to be accessible using cell phones and smartphones (smartphones) (Pratiwi, 2021)

Since the existence of the internet, various new ways to market and promote a product or service are very diverse, such as by using social media. The most used social media in Indonesia are WhatsApp, Facebook, Instagram, and others. Using social media, business people can carry out promotions that are structured and right on target. Marketing with social media is not always related to buying and selling directly. This marketing can market content in the form of posts on the web, images or videos. Content marketed using social media relates to the product to be sold.

There are many things that social media can offer today. Aside from being a venue for business promotion, all information can be accessed via the internet. As an actor who owns a social media business, it is a very important momentum to promote all the products or services that can be offered because those who reach this site are the whole world or from anywhere in the world who can access the internet very easily. What we need is all there. However, internet users must be careful because some information is irrelevant or inappropriate and more and more fraud is happening. So, we have to be smart in responding to all available information, don't just swallow it raw.

The emergence of various social media applications creates opportunities for people to do business. Opportunities for social media do not stop at the product business. The use of social media is used by the public in carrying out many activities ranging from entertainment, doing business, seeking information or other activities. Marketing communication is a company's way of informing, inviting, and reminding consumers, both directly and indirectly, about a product or brand that it sells. Marketing communications are the ways in which companies can interact with internal parties (employees) and external parties (consumers, government, competitors, etc.) with the aim of increasing sales and maintaining the company's image. One of the promotional mix used by the company is social media (Bisnis Terapan et al., n.d.).

Social media is one of the media on the internet that is used to interact with fellow users. In the era of technology that continues to grow rapidly, social media is now an alternative for conveying messages and as a medium for doing business. From a business standpoint, social media is an effective medium for marketing products to consumers. Marketing through social media can help companies expand their market to gain consumers (Muharam et al., n.d.) . Instagram is a social media that uses photo and video content as an attraction. With a new culture in society that likes to take photos or videos in every activity and then upload them, it makes people very interested in Instagram, especially millennials.

Jjstorecirebon is a business actor in the makeup or skincare sector who implements a marketing or sales strategy by following the current trend, namely by marketing through Instagram social media. This online shop from Cirebon has many followers or followers in Cirebon which has been established since 2018.

LITERATURE REVIEW

This paper examines matters relating to the Analysis of Social Media Marketing Strategy Through Instagram in Increasing Consumer Purchase Interest at Jjstorecirebon Stores. The influence of social media marketing via Instagram that Instagram has a considerable influence on the marketing process at an online shop (Ariesandy & Amanda Zuliestiana, n.d.). There are several digital marketing activities such as Facebook Ads, Twitter Ads and Instagram Sponsored Ads. Users can explore and utilize these facilities to promote their products and services, either through free or paid promotions (Nur Arifah et al., 2015). Digital marketing is able to increase MSME sales by 30-50 percent, and digital marketing is able to expand their market share and simultaneously reduce the promotion costs (Rozinah & Meiriki, 2020).

Instagram as social media is a promotional medium to introduce products to the public that are in accordance with target consumers. The use of social media management in a service or brand is very important to increase brand awareness to get to know the brand better (Padang & Natadjaja, n.d.). Therefore, utilizing digital marketing is a key to build customer interest to certain product.

So, social media as an objective source of information and has an influence on consumer behavior, one of which is buying behavior. In addition, the use of social media has an influence in

determining purchasing decisions for a product or service made by consumers or users of online media (Sarah et al., 2021).

From some of the literatures above, it turns out that it has not been able to provide a comprehensive discussion regarding the analysis of social media marketing strategies via Instagram in increasing consumer buying interest at Jjstorecirebon stores. Therefore, this article is here to gather discussions from various sources to present a comprehensive understanding.

RESEARCH METHODS

This type of research was conducted using descriptive qualitative methods, namely a study that describes what happened when conducting research. In it there are efforts to describe, record, analyze and interpret conditions that are currently happening or exist, so this researcher aims to obtain objective information as it is (Nugrahani, 2014). This research explains how to analyze social media marketing strategies through Instagram in increasing buying interest at Jjstorecirebon stores.

RESULTS AND DISCUSSION

The results of this study will explain how the marketing strategy implemented by jjstorecirebon stores to increase consumer buying interest in purchases. In the presentation of interview data that has been conducted by the author, namely:

Marketing Strategy at the Jjstorecirebon

The results of the interview which conducted with the owner of the jjstorecirebon shop, namely Jihan Pratama, there is some data about the implementation of the marketing strategy carried out by the jjstorecirebon shop. The implementation of the marketing strategy at the Jjstorecirebon Store is in accordance with the general marketing strategy. The marketing strategy for its products is based on the STP value by using segmenting, targeting and positioning. Segmenting is a strategy for classifying markets based on groups and determining market structure, namely the process of selecting consumers based on the needs, demands and purchasing power of a consumer. With this can make it easier to market products in accordance with the wishes of consumers. Targeting is how to select markets and actions to assess the interests and interests of various market segments, in order to meet what is consumer demand. And positioning is determining and placing the position of the product in order to differentiate the products we sell with competitors. By using the formulation of this marketing strategy, it is certainly hoped that Jihan Pratama as the owner of the Jjstorecirebon Store aims to attract consumer interest in his products and maintain customer loyalty which is the goal of his business.

Development of a marketing strategy for jjstorecirebon products including:

Setting the Target Market

Setting the target market is the first activity to be carried out in developing a marketing strategy to determine the target market. With this a business can differentiate its target market, or commonly referred to as market segmentation. Market segmentation is a way to differentiate the market according to each class of buyers, needs, behavior, and the purpose of purchasing the product. In determining market segmentation, you can optimize limited resources to produce products that can meet the demands of each consumer. The market segmentation used by Jjstorecirebon Stores is related to all groups. The Jjstorecirebon store also targets its products for women's needs. For its products, Toko Mahkota Ayu chooses quality cosmetic products that are guaranteed by BPOM

and are safe to use. This is because the Jjstorecirebon store prioritizes the quality of its products for customer satisfaction.

Choose a Marketing Mix

In terms of choosing the marketing mix, business owners must really arrange it well, because it will affect consumer perceptions of the products we offer. The following is the marketing mix implemented by the Jjstorecirebon Store, namely:

Product Strategy

The product strategy implemented by Toko Jjstorecirebon is to provide quality cosmetic products that are guaranteed to be safe and have been tested by BPOM. Because, Jjstorecirebon Store prioritizes its consumers in order to get the best cosmetic products that are also safe to use. The Jjstorecirebon store sells various kinds of cosmetic products as well as beauty tools by following trends in order to attract consumers

Price Strategy

In determining the price for each product, the Jjstorecirebon Store adjusts it to the prices on the market. The price set by the Jjstorecirebon shop is fairly affordable for the quality of the product. Jjstorecirebon stores also provide discounts or discounts on their products.

Promotion Strategy

The Jjstorecirebon store has a promotional strategy by taking advantage of technological developments, namely by promoting its products through social media such as Instagram, Whatsapp and Shopee. Various ways of promotion are carried out by Toko Jjstorecirebon through social media such as holding events on social media, giving discounts. On several occasions, jjstorecirebon stores also hold promos for a minimum of every purchase of certain cosmetic products. However, in terms of the promotional strategy carried out by the jjstorecirebon store, it focuses more on Instagram and WhatsApp because the reach of these social media is greater.

Place Strategy

Based on my observations, this Jjsorecirebon store has a very strategic location, because it is near the campus, which is in accordance with the target market for the 1st branch, namely on Jl. The struggle of the chatra gg campus shop. And the homestore in bandongan Kaliwadas Sumber. This area is full of people, which allows it to attract many consumers to buy cosmetic products at the Jjstorecirebon Store. The distribution channel for the Jjstorecirebon Store is very simple because it sells its products directly to consumers.

The discussion shows that promotion strategies on social media are very useful in increasing consumer buying interest. So, this promotion strategy can be developed to attract more consumers. However, apart from that other strategies must also be developed again in order to increase consumer interest and be able to face intense competition between other cosmetic stores.

Constraints that Occur at the Jjstorecirebon

The results of interviews and direct observations in the field, I draw the conclusion that the obstacles to the Jjstorecirebon Store are:

1. The existence of several cosmetic shops that have just opened their businesses makes competition in marketing cosmetic products tight. Consumers tend to be attracted to new stores.

2. Some of the cosmetic products sold by Jjstorecirebon Stores are less attractive to consumers, due to a lack of consumer knowledge of the cosmetic products they sell.

Efforts to Increase Consumer Buying Interest by Jjstorecirebon

Based on the results of an interview with Jihan Pratama as the owner of the Jjstorecirebon Store, efforts have been made to increase interest from consumers of the Jjstorecirebon Store in various ways as follows:

1. Providing the best quality service to consumers.
2. Providing the latest products by following the existing trends.
3. Providing the best quality products for consumer satisfaction
4. Holding various events by giving prizes to consumers who make a minimum purchase of cosmetic products determined by the shop owner.

Analysis

The results of the research that the authors have described about the marketing strategy at Jjstorecirebon Stores to increase consumer buying interest, I will analyze it using the SWOT method. SWOT is an acronym for strengths, weaknesses, opportunities and threats. By using this method can know the state of an organization in a comprehensive manner.

1. Strenghts

Based on data from the research, there are several factors that become the strengths of the Jjstorecirebon Store in its marketing strategy, which is to provide and select good quality products and products that are a trend for sale to consumers. Jjstorecirebon stores also provide friendly and good quality service to consumers and fulfill what consumers demand. It is these several factors that increase consumer buying interest in Jjstorecirebon Store products.

2. Weaknesses

Based on the results of research and direct observation, it can be concluded that the weakness of the marketing strategy at Jjstorecirebon Stores is that there are still a number of cosmetic products that are less attractive to consumers. This is due to the lack of consumer knowledge about the quality and advantages of these cosmetic products and have not attracted consumer interest.

3. Opportunities

Based on the interview results, there are several opportunities for Jjstorecirebon Stores, namely the development of cosmetic products can provide opportunities for Jjstorecirebon Stores to increase the number of cosmetic products so that they are more varied and consumer demand is also fulfilled. The existence of sophisticated technology is also an opportunity for Jjstorecirebon Stores to use it in promoting their cosmetic products.

4. Threats

From the results of interviews and observations it was found that the threat to the jjstorecirebon store was the tight competition in the cosmetics business, due to the fact that there were shops that had just opened the same business and were aggressively promoting their products. Consumer behavior that tends to change and is interested in new things can make them buy elsewhere.

CONCLUSION

The marketing strategy via Instagram carried out by the Jjstorecirebon store is appropriate because it has a larger market reach and is able to increase consumer buying interest in purchasing decisions

for a product offered. The things that are considered to increase consumer buying interest are products, prices, promotions, and distribution because it supports consumers. Constraints that occur, namely the existence of several cosmetic shops that have just opened their business makes competition in marketing cosmetic products tight and some cosmetic products are less desirable due to lack of consumer knowledge. The store needs to make an effort to increase consumer buying interest by improving service quality and product quality. By providing the best quality service can also increase consumer satisfaction and consumer loyalty which results in increased buying interest from consumers.

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