

The Role of Instagram as a Promotional Media in the Sale of Bananakong Blitar Food Products

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Abstract

The presence of social media has now changed the way a person thinks and acts in everyday life. Social media can be used for broader, strategic and interactive two-way communication practices. In this modern era, each of us has our own social media such as; facebook, instagram, whatsapp, twitter, and others. With social media, we get carried away by trends that make us who we are. The problem with this research is that there are many culinary business competitors, especially processed food products from bananas in Blitar City due to the development of viral banana processed food businesses, making culinary business people open these businesses to meet their needs. This is worth researching because with many competitors, it can cause a decrease in sales turnover. So a strategy is needed to increase sales turnover, namely by creating new products that are attractive and meet consumer needs and we all know that the role of marketing, especially now in the digital era, will have an influence. One way is to use an Instagram account. The role of Instagram is very important for new business people and old business people, because promotion via Instagram is better known to a wider audience. The problem formulation is what is the role of Instagram as a promotional medium for the sale of Blitar bananakong food products. This research aims to analyze the role of Instagram as a promotional media for the sale of Blitar bananakong food products.

In this study using a qualitative descriptive method and using a purposive sampling technique in collecting informants. Data collection uses the following techniques: 1) Observation, 2) Interview, 3) Documentation. The results of this research are the role of Instagram as a promotional medium for the sale of Blitar bananakong food products, that the Instagram application has a very important role in an online business/business to promote and advertise the products or services being sold to customers and potential customers to buy products or services. which is offered. Customers will inform family or relatives about bananakong products and provide testimonials regarding taste, variants and prices and ensure that Blitar bananakong products are really delicious and have a distinctive taste. Postings on the Blitar bananakong Instagram account can attract customers' buying interest because every post about the Blitar bananakong menu variant really makes customers tempted to try and buy Blitar bananakong products. However, the Instagram application sometimes experiences problems such as the network and application not responding/lag. Therefore, the owner overcomes problems like this by deleting the cache and waiting a few minutes so he can use the Instagram application again.

Keywords: *Instagram, Media, Sales Promotion, Bananakong Blitar*

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1. INTRODUCTION

Social media is a digital platform that provides facilities to carry out social activities for its users. Some activities that can be done through social media are interacting or communicating to provide information or content in the form of text, photos and videos (Nuraini et al., 2020). Social media is basically part of the development of the internet. The presence of several decades ago has made social media able to develop and grow widely and quickly as it is now (Khamis et al., 2017). This is what makes users who are connected to an internet connection can carry out the process of disseminating information and content anytime and anywhere. The presence of social media has now changed the way people think and act in everyday life. Social media can be used for broader, strategic and interactive two-way communication practices (Sari et al., 2022). In this modern era, each of us has our own social media such as; facebook, instagram, whatsapp, twitter, and others. With social media, we are carried away by trends that make us who we are. Social media as a means of communication by providing a role for people (users) to be actively involved in contributing and providing feedback openly, to share information and respond online in a short time (Heinonen, 2011).

Promotion is the spearhead in introducing various product advantages to potential buyers, so that they can find out and consider buying the products offered. Promotion is an activity that is very common for companies or business owners to carry out in conveying information related to a product or service (Supit & Langi, 2022). Every company or business owner must be able to determine exactly which promotional tools to use in order to achieve success in sales. Product development of goods or services not only requires attractive packaging, but also requires marketing to attract consumer interest (Kierzkowski et al., 1996). In order to attract customers with marketing, the right communication strategy is needed. Promotion is an activity that communicates the benefits of a product and persuades potential customers to buy the product (Odunlami & Akinruwa, 2014).

The changes in society due to social media are quite significant, people's habits have changed quite a lot and these habits are quickly transmitted from one community to another (Van Dijck, 2013). Many use social media to upload photos and videos. Instagram is one of the most popular social media in Indonesia because it is proven by a survey from Databooks which says that Instagram users in Indonesia reach 53 million people from the total internet users in Indonesia of 132 million people. The problem of this research is that there are many culinary business competitors, especially processed food products from bananas in Blitar City due to the development of a viral banana processed food business, making culinary business people open the business to meet their needs. This is worth researching because with so many competitors, it can cause a decrease in sales turnover. So a strategy is needed to increase sales

turnover by creating new attractive products and meeting consumer needs and we all know that the role of marketing, especially now with the digital era, will be influential. One of them is by using an Instagram account. The role of Instagram is very important for new business people or old business people, because promotion through Instagram is better known to a large audience. On this basis, the researcher chose the research title "The Role of Instagram as a Promotional Media in the Sale of Bananakong Blitar Food Products".

2. RESEARCH METHOD

In its implementation, the researcher used a descriptive qualitative research method. The process and meaning outlined in this research are based on a theoretical foundation that serves as a guide to harmonize the research focus with the facts in the field (Moroz & Hindle, 2012). The reason why the researcher chose this method is because it is in accordance with the research objectives, namely to explain how the role of Instagram as a promotional media on the sale of bananakong Blitar food products.

The research objective is to analyze the role of Instagram as a promotional media on the sale of bananakong Blitar food products. The data collection method is a stage of the research process in which researchers apply certain scientific methods and techniques to collect data systematically for analysis. The data collection technique in this study was carried out by several methods, namely:

2.1. Observation (observation)

Observation is a data collection technique through direct observation of the object of research. The results of observation are in the form of activities, events, objects, certain conditions or atmosphere, and feelings of a person's emotions. In this study, researchers conducted direct observations at bananakong Blitar with the owner and customers as well as bananakong Blitar's Instagram social media. Observations were made to find out how the role of Instagram bananakong Blitar as a sales promotion media Interview (wawancara).

According to Emzir, interviews are a process of communication or interaction to gather information by means of questions and answers between researchers and informants or research subjects (Smith & Elger, 2014). In this study, researchers conducted structured interviews with the owner and customers of bananakong Blitar. The questions asked were about the role of Instagram as a medium for promoting the sale of bananakong Blitar food products.

2.2. Documentation

Documentation is a record of events that have passed. Documentation can take the form of writings, images, or monumental works of a person. In qualitative research, documentation is a complement to the use of observation and interview techniques used in qualitative. In this

study, researchers conducted documentation such as recording sound during interviews and taking photos when interviewing the owner and customers of Bananakong Blitar as evidence of research documentation. Teknik pemeriksaan keabsahan data yang digunakan oleh penulis dalam penelitian ini yaitu menggunakan teknik triangulasi.

According to Moleong, triangulation is a data validity check that utilizes something other than the data used for data verification or is often referred to as triangulation as a data comparison (Moleong, 1989). In this study, researchers used source triangulation. Source triangulation is done where the results of the research are then matched back with the interviewees. In this study, in order to match the research objectives regarding the role of Instagram as a promotional media, the collection and testing of data that has been obtained is carried out at bananakong as the object of research consisting of the owner of bananakong Blitar, the admin who controls Instagram and whatsapp bananakong Blitar and bananakong Blitar customers. The data obtained is described, classified, which points of view are the same, which are different and which are specific to the data from the two sources. The data that has been analyzed will result in conclusions.

According to Miles and Huberman, data analysis techniques are steps taken to track the power obtained in the data collection process. The data analysis technique consists of activities that occur simultaneously, namely data collection, data reduction, data presentation, and conclusion drawing (Miles & Huberman, 1984). Regarding the picture, the researcher can describe it as follows:

- 1) Data Collection

In this study, data collection was carried out by collecting data and interview results with bananakong Blitar owners and bananakong Blitar customers.

- 2) Data Condensation

In this study, researchers conducted data reduction by summarizing and selecting important things related to the role of Instagram as a promotional media that have been obtained through the interview and direct observation stages regarding how the role of Instagram as a promotional media on the sale of bananakong Blitar food products.

- 3) Presentation of Data

In this study, researchers present the research data systematically and the data obtained include bananakong Blitar customer data and also the results of interviews with the owner of bananakong Blitar regarding the role of Instagram as a promotional media on the sale of bananakong Blitar food products.

- 4) Drawing Conclusions

In this study, researchers draw conclusions based on the results of observations that

have been analyzed in accordance with the information collected during the research at bananakong Blitar.

3. RESULT AND DISCUSSION

3.1. Promotion Media

3.1.1. Instagram Bananakong Blitar

Instagram can be said to be a good and efficient application in promoting products or services because the Instagram application was launched in 2010. Therefore, the owner of Bananakong already understands how the Instagram application works to promote Bananakong Blitar products. The Instagram application has a very important role in an online business / business to promote and advertise the products or services being sold to customers and potential customers to buy the products or services offered.

3.1.2. Advantages of Instagram

The existence of Instagram can target market segments because the Instagram application is more efficient in promoting and advertising a product or service to potential customers so that potential customers have the desire to try/buy the products or services offered by online business people. Social media applications are in demand by all groups, especially online business people who prefer Instagram as a promotional medium to sell products or services. Bananakong Blitar who chose Instagram to promote bananakong Blitar products because it makes it easier to attract customers and potential customers.

3.1.3. Weaknesses of Instagram

The way Bananakong owners overcome the limited duration on the Instagram application is by uploading content as necessary what we want to convey to customers. If the content is too long and long, it will make customers feel bored, impatient and immediately skip because of the length of the content that is too long. The Instagram application sometimes experiences interruptions such as network and application not responding/lag. Therefore, the owner of Banana Kong overcomes such disruptions by clearing the cache and waiting a few minutes to be able to use the Instagram application again.

3.2. Bananakong Blitar Customers

Customers will inform family or relatives about bananakong products and provide testimonials about the taste, variants and prices and convince them that Blitar bananakong products are really delicious and have a distinctive taste. Posts on the bananakong Blitar Instagram account can attract customer buying interest because every post about the Bananakong Blitar menu variant really tempts customers to try and buy Bananakong Blitar products.

3.3. The Role of Instagram as a Promotional Media in the Sale of Bananakong Blitar Food Products

Instagram is currently the most popular social media for many people, especially for culinary business people, and Bananakong Blitar is no exception. The owner of Bananakong Blitar started trying to promote her products through Instagram in 2016, previously Ayumi had tried to promote Bananakong Blitar products through Facebook social media. However, according to Ayumi, promoting through facebook lacks customer interest and is less efficient. After approximately 1 (one) year of using Facebook as a promotional medium, then Bananakong switched to Instagram. Instagram is used as a promotional media for bananakong Blitar because currently the most popular social media is Instagram, especially coupled with followers who are all circles in accordance with the target market of bananakong Blitar. The choice of Instagram application as a promotional media makes Bananakong think of a suitable strategy to promote bananakong Blitar quickly, effectively and efficiently. Then Bananakong decided to use a strategy by uploading interesting posts and holding giveaways/quizzes to customers. Many positive responses from customers, sometimes customers also ask about giveaways/quizzes to the owner of Bananakong. However, when holding a giveaway/quiz, it is only for a few winners, which makes other customers not win the quiz from the owner and have to think again about the next quizzes and what prizes are suitable for customers.

In connection with the title of this study, namely the role of Instagram as a promotional media on the sale of Bananakong Blitar food products, researchers will try to present the data obtained from research in the field. The informants in this study were the owner of Bananakong Blitar and one of Bananakong Blitar's customers. Instagram media has various features that support the product promotion process including uploading photos and videos, insight, instagram story/instastory, live broadcast, like and comment, direct message (DM), highlights, hastags. In utilizing Instagram features, the owner of Bananakong Blitar only uses part of the available features.

3.3.1. Instastory

The utilization of instastory is used by the owner of Bananakong Blitar to attract potential customers by informing them of the products available on that day, promotion of certain menu variants, information on the opening hours of the outlet stand, because the time limit on instastory is only 24 hours. The owner of bananakong Blitar uses the instastory feature by creating a video which is then filled with backsound using inshot and capcut. The inshot and capcut applications are applications used to edit videos.

"I use the instastory feature by creating video content and then editing it and giving it a viral backsound on the inshot and capcut applications."

3.3.2. Photo and Video Uploads

In attracting customer attention, the owner also uploads photos and video content about the latest products by displaying the most attractive layout possible with a consistent theme. Uploading photos and video content on the bananakong Blitar Instagram account is indirectly a catalog of bananakong Blitar products.

3.3.3. Highlight

Highlight is one of the latest features of Instagram. By utilizing this feature, the owner informs story archives that are considered important to customers. The following are the results of an interview with the owner of Bananakong:

"On the bananakong Blitar Instagram account there are highlights/feeds to make it easier for customers to find out testimonials, bananakong Blitar product variants and bananakong Blitar price list."

3.3.4. Direct Message (DM)

This feature or chat function to communicate personally with customers and potential customers, namely by exchanging messages, the owner can also send photos or videos.

3.3.5. Like and Comment

This like feature is used to like posts from other users with a heart-shaped symbol. Comment is the ability to comment on photo or video posts. With this feature, the owner of Bananakong can find out feedback from customers. To answer the analysis of research problem formulations related to the role of Instagram as a promotional medium in the sale of Bananakong Blitar food products, researchers conducted interviews with parties directly related to the research as well as additional data in the form of documentation that could assist the author in the research. Additional data referred to in this study are documentation, interviews, interview transcripts and pictures or photos of the research location. The research conducted by researchers in this thesis is descriptive qualitative, which is research by describing data in qualitative form on objects based on reality and facts that appear on these objects. Therefore, this research is descriptive qualitative, namely by means of data obtained from interviews with informants described thoroughly. Interview data in research is the main data source which is the material for data analysis to answer research problems.

3.4. Hypodermic Needle Theory

This model assumes that the components of communication (communicator, message, media) are very strong in influencing communication. It is called the hypodermic needle model because in this model it is impressed as if communication is "injected" directly into the soul of

the communicant. As drugs are stored and spread in the body so that changes occur in the physical system, so do persuasive messages change the psychological system. This model is often called "bullet theory" because communicants are considered to passively receive a barrage of communication messages. In this study, researchers used this hypodermic needle theory, because it can be seen from the fact that bananakong Blitar can attract customers to buy its products quickly by promoting through social media instagram or via whatsapp. So that bananakong Blitar has quite a lot of regular customers. This was conveyed by the owner of Bananakong Blitar:

"As a business actor, I can create video content with information about new variants, promotion of certain menu variants and what variants are available, which will make potential customers interested in ordering bananakong Blitar products via Instagram, whatsapp, grabfood and courier." (Interview on July 26, 2023)

"The strategy used to attract customers is by beautifying video content and product photos, often holding giveaways/quizzes so that sales increase." (Interview on July 26, 2023)

From the results of research on "The Role of Instagram as a Promotional Media in the Sale of Bananakong Blitar Food Products" is that Instagram social media is used by the owner of bananakong Blitar to promote bananakong Blitar products. Of the various supporting features of Instagram, the features that are often used are instastory features, highlights, direct messages (DM), photo uploads and video content as well as likes and comments on bananakong Blitar Instagram account posts. Instagram can be said to be a good and efficient application in promoting products or services because the Instagram application was launched in 2010. Therefore, the owner of Banana Kong already understands how the Instagram application works to promote bananakong Blitar products. Instagram is a social media application that is in demand by all circles, especially online business people who prefer Instagram as a promotional medium to sell products or services. One of them is the owner of Bananakong Blitar who chose Instagram to promote bananakong Blitar products because it makes it easier to attract customers and potential customers. For this reason, the researcher proposes the following suggestions: 1. For online business people who use instagram social media as a promotional medium. In this digital era, you should be wiser in choosing the media that will be used as online marketing media. Therefore, online business people must know how to choose the right media so that promotions can run as desired. Because the right social media will affect how a product is recognized or not by other social media users. 2. The utilization of Instagram as a promotional media is appropriate and appropriate. But it is unfortunate when empty instastory uploads have no update posts making customers confused about whether the

bananakong outlet stand is open or off and what variants are available.

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