

Instagram Marketing Strategy as an Effort to Increase Product Sales (Case Study on Hans Sport 05)

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ABSTRACT

The role of social media is very big in running a modern business. One of the social media that can be used as an online business is Instagram. This social media has several features to carry out a marketing strategy. Hans Sport 05 carries out a marketing strategy through an Instagram account called hans_sport_05. This study uses a qualitative method.

The Instagram marketing strategy carried out by Hans Sport 05 includes choosing a username that matches the field of business, displays a profile photo with the HS business logo, as well as implementing an Instagram feed strategy on a regular basis with a caption containing brief and clear product information. Another Instagram feature used by Hans Sport 05 is Insta Story and Highlight which contains photos of customers who bought (testimonials), new product, as well as some proof of consumer payment receipts. The next strategy is to take advantage of the Direct Message feature to offer products through private channels to consumers.

Keywords : Strategy, Instagram Marketing, Product.

1. INTRODUCTION

The existence of a digital connection has indeed created new facilities, new access, and new activities for all mankind, including business people. A new mode of social interaction was born in this era and it is sufficient to completely change the way of life of civilization. Internet user data continues to increase from time to time. All because of the added presence of several social media such as Youtube, Twitter, Facebook, and Instagram social media. Free services that can be accessed by people all over the world (Sudibyo, 2019).

Hans Sport 05 in making sales also uses social media Instagram as a marketing tool. Please note that Hans Sport 05 is the name of a shop that sells sports equipment. Hans Sport 05 itself sells sports products specifically in the field of soccer and futsal equipment. Hans Sport 05 currently has 3 offline stores located in Jember Regency and Lumajang Regency. Its location includes 2 stores in Jember, and 1 shop in Lumajang. Hans Sport 05 shop owners in selling their products do not only use the offline strategy through the stores they own. Another strategy used is also an online strategy via Instagram. The name of the Instagram account as an online marketing strategy is named hans_sport_05.

The problem with Hans Sport 05 is that products with a slightly expensive selling price are difficult to sell to consumers. Not all consumers are willing and able to buy products that are classified as slightly expensive. Hans Sport 05 products that sell well are accessories categories such as socks, shorts and sports shirts. For the category of shoes with well-known brands, their sales are not as good as brands that are classified as cheap as mentioned above. For example, the Ortuseight, Nike and Adidas brand shoes whose sales are not as good as those of the more affordable brands in terms of price for the Hans Sport 05 consumer segment.

The purchase price of these products is expensive and requires a large amount of capital. Large capital should require a fast turnaround for the business process to run. Moreover, the benefits obtained between selling cheap products and expensive products are also not much different. This is a problem experienced by Hans Sport 05. The purchase price of this product is expensive but the sales are not good. This concerns business turnover because it requires a lot of capital.

Hans Sport 05 has made every effort to be able to sell products which are classified as (the purchase price) are expensive. Through the hans_sport_05 Instagram account, the owner uploads the product very regularly. By regularly uploading product photos via Instagram social media, it is hoped that sales will be good, but the results are still not as expected.

This phenomenon is a problem faced by Hans Sport 05 in selling via Instagram social media. The marketing activities carried out by Hans Sport 05 through social media Instagram attracted researchers to analyze how the account carried out its marketing strategy through online media to increase sales of its products.

2. LITERATURE REVIEW

2.1 Marketing Management

Marketing management is a grand theory of all forms of theory about marketing. Marketing management comes from two words, namely management and marketing, namely two separate sciences which are then combined in one activity. This means that the functions that exist in the two sciences are combined in the form of a collaboration (Alma, 2018).

Marketing management is a process to increase the efficiency and effectiveness of marketing activities carried out by individuals or by companies. The logic of this definition is that if a person or company wants to improve its marketing, then that person or company must carry out the marketing activities as well as possible (Alma, 2018).

These definitions indicate that marketing management is an important factor that must be applied by profit-seeking companies. Companies must really do marketing effectively and efficiently or what can be called a marketing management strategy, which is to manage well the marketing process so that products can sell well, quickly, and continue to increase. With increasing sales, the company will be able to continue to grow and develop.

2.2 Marketing Strategy

Marketing science has experienced a very fast development from time to time. Any business will not last long without having a strong marketing strategy. Marketing strategy is the main weapon that every company must have in order to make a profit (Sukoco, 2018).

Strategy provides direction for all members of the organization. If the concept of the strategy is not clear, the decisions taken tend to be subjective or based on mere intuition and ignore other decisions. Strategy can be broadly defined as a set of critical options for planning and implementing a series of action plans and allocation of resources that are important in achieving basic goals and objectives, taking into account the competitive, comparative and synergistic advantages that are sustainable, as a long-term direction, scope and perspective. the overall ideal of an individual or organization (Purwanto, 2012). This opinion states that strategy is the key to success, because without a defined strategy, everything will run non-systemically and will tend to take arbitrary steps.

According to Sudarsono (2019) marketing is the whole of business activities or those aimed at planning, determining prices, promoting and distributing goods and services that satisfy the needs of both existing and potential buyers. Above, we have explained one by one what the definition of strategy and marketing is. Two words that have different meanings, but they can be put together so that they have an interrelated meaning. Marketing strategy itself has a meaning, namely marketing logic where the business unit hopes to create value and benefit from its relationship with consumers.

Both have an easy-to-understand definition, namely a way for marketers to achieve the expected goals, which in their activities use several very detailed strategies regarding targets, positioning, products, places, prices, promotions and capital to do so (Liswati, 2021).

2.3 Online Business

In its development, the online business is increasingly growing. More and more internet users make online business growth increasing. The industrial revolution 4.0 is a period which indicates that internet growth is increasing. This makes technology a companion to life that cannot be separated by today's humans. In this case, all lines of life are forced to adopt technology as a major part that cannot be separated from human life itself. Included in this are business activities.

According to Nofriansyah et al (2020) the definition of online business is an economic activity that utilizes technology as an intermediary medium. This media is internet media. Apart from that, there are several characteristics that are carried out in online business, including the actors using computer media or electronic devices as operating tools, besides that online business people also have an email address and have a social media account. Online business has its own advantages and disadvantages that traditional businesses do not have.

2.4 Social Media

The direct use of technological devices such as computers, smartphones or tablets has increased very high. This is also directly proportional to the need for an internet network. Many things can be done, therefore social media is one of the most important features used by internet users today.

Social media is an online media that is used for cross-regional communication needs, a process of interaction between one user and another, as well as obtaining information through a special application device using the internet network. The purpose of the existence of social media itself is as a means of communication to connect users with a very wide area coverage. Nabila et al, (2020) emphasized that the development of science and technology can be marked by the development of information media for a country. If the information media develops rapidly in a country, it indicates that a country has mastered the development of science and technology. Today the digital world is growing rapidly. Especially in terms of social media among the public. Social media is rapidly changing the pattern of human life.

According to Sulianta (2015) social media is a group of internet-based applications built on the basis of ideology and web technology that allows the creation of interactive media. Social media is able to present and translate new ways

of communicating with technology that is completely different from conventional media. Social media is not only used for communication activities, blogs, forums or other activities. However, social networking sites can also be used for activities that are commercial, business, and can generate profits in them.

2.5 Instagram Marketing

Instagram is one of the social media applications which originally consisted of two words insta and gram. These words are made with meaning. The word insta is actually taken from the word instant which means very fast paced, but in its history the use of a Polaroid camera is a type of camera that can print photos a few minutes after the object is taken. Meanwhile, the word gram was originally derived from the word telegram, which means it is associated as a medium for sending information very quickly. This application is one of the social media, where every post is in the form of photos and videos, always followed by writing a caption for explanation. The use of captions cannot be separated from the use of hashtags because it has the aim so that photos or videos that have been posted can be easily found by other users (Sari et al, 2020).

There is an online Instagram marketing strategy organically. Organic Instagram selling is a way of selling that is not expensive or it can be free. In this method there are several things that must be considered and carried out. Below is a marketing strategy through Instagram in an organic way to maximize the appearance of an Instagram account (Ibad et al, 2020) :

1. Profile photo
The profile photo is very important because the first time another user sees a marketer's account is by looking at the profile photo used. In business Instagram, the best profile photo is to use a store brand logo profile photo.
2. Description of the shop
Store descriptions can be written with interesting jargon and also complete information about services (operating hours, delivery times, etc.).
3. Image posting
A good product image will be more attractive if it is added with a watermark from the store brand logo. The addition of frames can also make the appearance more attractive. Therefore watermarks and frames can make product images stand out more. When uploading product images / videos, a detailed description must be added. The description contains complete product information. This can help potential customers to buy confidence (convince consumers).

An Instagram marketing strategy is needed to optimize marketing performance. There are several steps how the Instagram application is a sales vehicle. According to Politwika (2015), they are :

- a. Create an Instagram profile
Instagram profiles must be made with a username that is attractive and easy to remember by other account users (potential target consumers). This profile is one of the business branding.
- b. Business Logo
This logo can be displayed as a display picture. The logo must be made as good as possible and attractive.
- c. Description on profile
The description should be very clear but not too long for the reader to quickly understand. Descriptions must look professional. In the description of the profile must also include an official contact who can be contacted.
- d. Upload photos / videos
Photos and videos must be creative / attractive. Also in uploading photos and videos, they must be of high resolution so that the display does not break when uploaded. Upload photos / videos as often as possible at the correct hours.
- e. Hashtag
Hashtags are keywords in Instagram search. Marketers can add hashtags as needed. The thing to remember is that the use of hashtags should not be excessive because it will interfere.

This feature is very helpful for business people to sell products on Instagram accounts. The number of features on Instagram can be used more effectively in sales penetration. As a much-loved social media, business Instagram offers a variety of special features that are not found such as on personal accounts. Another advantage is that social media can be used for free.

3. METHODOLOGY

The research method was carried out using a qualitative case study method by describing what Hans Sport 05 has implemented in implementing a marketing strategy through the hans_sport_05 Instagram account. The technique of determining the informants used the purposive method, the informants for this study were 3 informants who were appointed by the researcher because they had a lot of knowledge in their fields.

Data collection is formed through observation, interviews, and documentation. The data analysis method is carried out in three ways, namely Data Condensation, Data Display, and Conclusion Drawing or Verifications.

4. DISCUSSION

4.1 Business Model and Instagram hans_sport_05

The large number of people who make sports a necessity of life, of course this opens up business opportunities to sell sports equipment. Business in sports basically will not lose customers and dim. The sports equipment sales business opportunity can be said to be very promising. A shop that provides sporting goods is a long term business and is very profitable for the seller. Sports equipment that can be sold include sports clothes, sports shoes, sports accessories and so on related to sports equipment.

Along with the rise of offline shops selling sports equipment, businesses using online media also have a huge opportunity. The present era is an era where everything has turned online or related to the internet. Consumers who previously liked to shop at offline stores have now switched to buying online. Therefore, currently sports equipment sales can also be done using online media.

Online business has many benefits apart from the speed factor. Another benefit of doing business online is due to several factors including no need to rent an expensive place, unlimited market, free of weather constraints, being able to create their own customer community forum, and most importantly, making it easier for buyers.

Hans Sport 05 business started in 2015. The owner of this sports equipment shop is Sulhan's full name. The Hans Sport 05 store sells sports equipment, especially futsal and soccer equipment such as shoes, socks, shorts, futsal / soccer shirts, and all kinds of futsal and soccer needs from various brands. Currently the Hans Sport 05 store already has 3 branches, which are located in Jember Regency and Lumajang Regency. The details are 2 stores in Jember Regency and 1 shop in Lumajang Regency.

The social media used by Hans Sport 05 in selling their products is Instagram. Hans Sport 05 has an Instagram account called hans_sport_05. This Instagram account has been used since the owner set up an offline store for the first time in the same year, 2015.

The hans_sport_05 Instagram account to date (20/04/2021) already has 8,206 followers with a total number of 4,627 photos and videos. Followers in Instagram means other users who follow an Instagram account. Instagram followers can get notifications or news regarding the latest posts made by accounts that have been followed.

Therefore, in doing Instagram marketing, followers are the main goal in strategy. The more followers on the hans_sport_05 Instagram account, the more users will find out about the posted products. That way will provide greater opportunities for the product to be seen by people and in the end it can be sold.

4.2 Hans Sport 05 Marketing Strategy

The Instagram marketing strategy carried out by Hans Sport 05 is by using the features available on Instagram social media. There are several features that are used, but there are also Instagram features that Hans Sport 05 does not use. The most basic strategy used is choosing an account name. When a user wants to use the Instagram application, the user must create an account name.

Hans Sport 05 made the name of the Instagram account as a representation of the business being run. The account name is hans_sport_05. This name is the same as the name of an offline store, only the difference lies in the space and underscore (underscore). If the name of the online shop used is Hans Sport 05 without an underscore, then the naming of the Instagram account uses an underscore, namely hans_sport_05. This is because in creating an Instagram account, users cannot use spaces.

The account name has a meaning, namely the word hans which is taken from the owner's last name (Sulhan), for sport is a name taken from English which means sports, while 05 means the owner's personal desire to have 5 offline store branches. The name as a whole means that Sulhan sells sports equipment. Moreover, the word "sport" is a word commonly used in sports equipment shops. Consumers by looking at the word "sport" alone will understand that the Instagram account is related to sports. So the name of the Instagram account hans_sport_05 already describes that this account is an account that sells sports equipment, or at least something related to sports.

The photo profile on the hans_sport_05 Instagram account displays a photo of a white football / futsal shirt with the HS logo accompanied by the words Hans Sport. The photo image is expected to make it easier for consumers who are interested in looking for football / futsal equipment to stop by this account. When other users search the Instagram application and view profile photos, other users will understand that the hans_sport_05 account is related to sports equipment. It is hoped that these prospective buyers will follow the Instagram account and have a look and then be able to buy. This is like an initial symbol for consumers to focus on and recognize the hans_sport_05 account through a photo profile picture installation strategy.

The hans_sport_05 account is also accompanied by the use of an Instagram bio. Bio in Instagram is a strategy to create an initial impression for other account users. Of course, the first impression must present something important and important. This bio is only limited to 150 characters to show what you want to show consumers. On the hans_sport_05 Instagram account, there is a brief description of the business being run. There are retail and wholesale writings, which explain that consumers can buy as retail or as a wholesaler by purchasing large quantities. There is also realpict writing, where Hans Sport 05 wants to convey to other users that the posted pictures match the pictures.

The last words in the bio written is the telephone number that can be contacted. This has the aim that consumers who are interested in buying or want to ask questions about products can directly contact via telephone.

The next strategy is product posting (Instagram feed). Product photos uploaded are all products sold at Hans Sport 05 offline shop. Products are photographed with interesting content. The posted photo is also accompanied by a caption. The captions that are written include the quality of the product delivered, the use of the product, the shop address, and the last one is always closed with the writing of the telephone number Hans Sport 05.

The hans_sport_05 Instagram account in posting products also pays attention to time. The time that is often used is during rest hours for people to work, between 3 pm to 9 pm. This is a strategy so that hans_sport_05 posts have a chance to be seen by other users. Because at that time, the average person has returned from work routines and other activities.

Hans Sport 05 also uses insta stories as a way of presenting products being sold. Insta story stands for Instagram stories. This feature is only limited to broadcasting within 24 hours. Using insta story, Hans Sport 05 uploads the products being sold. Every 24 hours Hans Sport 05 always displays its products, so that the insta story of the hans_sport_05 account is not empty. The goal is to make other users believe that the hans_sport_05 account is a professional, active, and official account.

Insta stories are indeed limited with a duration of only 24 hours of broadcast. Therefore hans_sport_05 takes advantage of the highlight feature or what is commonly known as the highlight. This feature is different from insta story, if the insta story is only 24 hours long, the highlight feature can be more than 24 hours. Hans Sport 05 takes advantage of highlights including displaying photos of customers who have bought (testimonials), new products, and proof of payment receipts so that consumers will trust.

Hans Sport 05 also takes advantage of the DM feature found on Instagram. DM is an acronym which stands for Direct Message. Hans Sport 05 uses DM to spread messages to other users regarding the latest products. By DMing the inboxes of many other users, it is possible to read messages conveyed. The message sent via DM is more personal, so people who really don't want to look at Hans Sport 05 products (on the Instagram feed) will be forced to open the message and see the offer that is delivered.

DM in Instagram hans_sport_05 is also used as a communication feature with consumers. Many consumers who are interested in products and want to know more about the product, will DM on the hans_sport_05 account. This is where the exchange of messages between sellers and buyers occurs. Hans Sport 05 will explain the product more deeply through this DM feature, on the other hand Hans Sport 05 also makes persuasive communication in an effort to influence consumers to buy the products offered.

5. CONCLUSION

Hans Sport 05 does instagram marketing to increase product sales by using Instagram features. Instagram features are used as an online marketing strategy, including selecting usernames, photo profiles, using bio and hashtag descriptions, and using insta stories and highlights. Another feature used is Direct Message. Some of these features are used and optimized as a marketing strategy to increase sales of Hans Sport 05 sports equipment products.

There are several suggestions that researchers can convey, the first suggestion in this study for Hans Sport 05 is that other features can be used as well. There are still many other Instagram features that Hans Sport 05 has not used, such as the use of hashtags and IG TV. The second suggestion can be addressed by researchers to future academics who want to research Hans Sport 05, especially matters related to online business. There are other social media used by Hans Sport 05 such as Facebook. This social media can be used as material for further research.

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