

Conference Paper

Marketing Effectiveness Through Instagram in SME Rw 05 Made Village Surabaya

Riko Setya Wijaya *, Zumrotul Fitriyah

Department of Development Economic Study Faculty of Economy and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya 60294, Indonesia

*Corresponding author:

E-mail:

setyawijaya.ep@upnjatim.ac.id

ABSTRACT

Developments in this new normal era, namely during the COVID-19 virus pandemic, one by one modern retail markets, large, micro, to small began to experience a decline in income. in this new normal. the impact of the rapid development of technology in this new normal era is the rise of digital marketing, especially Instagram. This study aims to analyze the effectiveness of promotions using Instagram media. Promotional effectiveness is measured by the AIDA concept (Attention, Interest, Desire, Action). The sample in this study was 35 active Instagram account owners who followed at least one account. Data analysis method using validity and reliability test of data and one-sample t-test. The results of the study reveal that by using Instagram, SME actors can market industrial products to increase economic needs in this new normal period, especially SME actors in RW 05 Made Surabaya. resulting industry.

Keywords: AIDA, promotion effectiveness, social media

Introduction

The COVID-19 pandemic has had an impact on various sectors. At the global economic level, the COVID-19 pandemic has had a very significant impact on the domestic economy of nation-states and the existence of SMEs. A study by the Ministry of Finance shows that the COVID-19 pandemic has had negative implications for the domestic economy, such as a decrease in people's consumption and purchasing power, this pandemic also causes a lot of workforces to decrease or even lose sales income, thus affecting the level of consumption and purchasing power of the people, especially those in the small business category. will end. This causes a decrease in people's purchasing power for consumer goods and puts pressure on producers and sellers.

The significant impact for SME in RW 05 Made Surabaya with this pandemic has caused a decline in performance from the demand side (consumption and purchasing power of the people) which ultimately has an impact on the supply side, namely layoffs and income is greatly reduced because few customers buy directly / indirectly. face-to-face due to the transitional PSBB physical distancing policy. SME business actors in RW 05 Made Surabaya on average still do not use the use of online marketing media, so with current conditions where the level of consumption and people's purchasing power has decreased, income has decreased.

Although the COVID-19 pandemic has created several problems for SME actors, on the other hand, opportunities have also emerged. SME actors can take advantage of information and communication technology with Digital Marketing. Digital Marketing is one of the marketing media that in this new normal era can be a solution for SME business actors in RW 05 Made to support various marketing promotion activities and increase people's purchasing power. With digital marketing, communication and transactions can be done at any time / in real-time and can

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be on a large scale marketing. One of the media that is now soaring is Instagram, Instagram is the right marketing medium for business people.

Message design is one aspect of promotion through social media that can determine media effectiveness. The result of promotional activities is to get someone to buy a product or service. (interest) arouses desire, (desire), and moves action, and the AIDA model is often used to measure the effectiveness of promotions. AIDA is a model to measure the effectiveness of promotional activities, covering four stages, namely Attention, Interest, Desire, and Actions. The theory of AIDA (Attention, Interest, Desire, Action) is a message that must get attention, become interested, be interested, and take action. This theory conveys the quality of a good message (Johar et al., 2015).

With a large number of chat-based social media users and which is increasing day by day, it opens up opportunities for SME to develop their market in the grip of a smartphone. Based on the reasons above, the authors are interested in researching whether the effectiveness of marketing through Instagram social media has an influence on the sales volume of the RW 05 Made SME industry in this new normal period. And then the title of the research raised is **MARKETING EFFECTIVENESS THROUGH INSTAGRAM IN SME RW 05 MADE VILLAGE SURABAYA.**

Literature Review

Effectiveness is successful when the goals that have been set are successful with certain goals. The closer the results are to the desired goal, the higher the degree of effectiveness. The effectiveness of communication can affect the success of the effectiveness of social media as a promotional medium. Effectiveness of communication is communication that is launched in such a way as to cause cognitive, affective, and conative effects on the communicant following the communicator's goals (Irfan, 2014). Rahmawati mentions five effectiveness criteria, namely work performance, achieving goals, objectives or success, using the right way of working, results based on the use of existing resources, and productivity in the form of materials or services (Humeira, 2010).

Social media is part of New Media, which is a tool or means to exchange information using internet technology. According to Nasrullah (2016), social media is a platform that facilitates them in doing activities and collaborating. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. Social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users, and form virtual social bonds.

Social media can have a positive or negative function, depending on its use. Social media is part of the internet that has positive functions, one of which is as a medium used to promote agricultural processed products used by business actors. Nowadays, many accounts on social media have started to appear that are used to market processed agricultural products more broadly. Saragih (2015) says that social media is just one of a new set of tools, new technologies that make us more efficient in connecting and building relationships with our customers and prospects.

According to Irfan (2014) in previous research, social media marketing is a strategy of marketing activities using social media sites such as Facebook, Twitter, Youtube, and so on. Social media is a powerful way to promote goods and services owned by businesses through internet marketing. Meanwhile, social media marketing is the use of social media related to marketing activities, where companies want a change from "trying to sell" to "making connections" with customers. Social media marketing also makes communication with customers closer, more trying to show a brand than trying to control the image.

Instagram is one of the social media that can be used as a media to promote a product or service. According to Salamoon (2013) Instagram, social media was created so that smartphone owners will feel that the camera installed on their gadget is not in vain. Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them on various social networking services, including Instagram's own. One unique feature on Instagram

is cropping photos into square shapes, so they look like the results of Kodak Instamatic and Polaroid cameras. In addition, Instagram can also be connected directly with other social media applications such as Twitter and Facebook. Instagram is also capable of editing photos before they are uploaded to the network. The photos that will be uploaded via Instagram are not limited to a certain number, but Instagram has a limited size for photos.

Instagram is used by business people in marketing their products, it becomes easier because the first target is the person closest to them, it can also be through friends who were initially word of mouth while showing an Instagram account, this communication is very effective for sellers, with Instagram media it is easier the seller shows a photo or a catalog of the goods he sells (Eryta, 2013). Message design is one aspect of promotion through social media that can determine media effectiveness. The result of promotional activities is to get someone to buy a product or service. (interest) arouse desire, (desire), and move action (action).

Attention raises the attention of customers, meaning that a message must be able to generate attention both in the form and the media delivered. The attention that aims in general or specifically to potential consumers or consumers who are the target. This can be expressed through writing and pictures that stand out and are clear, words that are interesting and easy to remember, and have their characteristics. The message that attracts attention is the first step for the company where the message will be known, known, and remembered by consumers. This process can be said to be an awareness process. 2. Interest (Interest); Interested means that the message conveyed creates a feeling of curiosity, wants to observe, and wants to hear and see more carefully. This happens because there is interest that attracts the attention of consumers to the message shown. 3. Desire (Desire); Thought occurs from this desire, related to the motives and motivations of consumers in buying a product. Purchase motives are divided into two, namely rational and emotional motives. This is where the rational motive considers the consumer about the advantages and disadvantages obtained, while the emotional motive occurs due to the emotion of purchasing the product. 4. Action (Action); Actions occur with the strong desire of consumers so that decisions occur in making purchases of the products offered.

The effect of the application of AIDA (Attention, Interest, Desire, Action) on purchasing decisions. The results showed that of the four AIDA variables, namely Attention, Interest, Desire, and Action, together they influenced purchasing decisions on Indosat IM3 products.

Results and Discussion

The descriptive results of the study are summarized in the following table 1.

Table 1. Research descriptive results

No	Statement	Score Answer Respondent	Average
1	Attention to product photos on timeline	429	4,29
2	Attention to profile picture	409	4,09
3	Attention to the location of the store / outlet	393	3,93
4	Attention to the information displayed	393	3,93
5	Interest in seeking more information about product	421	4,21
6	Considering buying	407	4,07
7	Desire to know product	402	4,02
8	Interested in trying products	393	3,93
9	Asking Product Prices	341	3,41
10	Asking for promo	380	3,80
	<i>To be continued...</i>		

11	Asking for product variants	322	3,22
12	Asking the location of the outlet	320	3,20
13	Asking how to order	320	3,20
14	Decided to buy directly to shops/stores	327	3,27
15	Buy online / delivery order	296	2,96
16	Inviting Others to buy the product	292	2,92

The results of the promotion effectiveness test were carried out by a comparative analysis of one independent variable known as the t-test or t-test. The following values are based on the results of data processing with SPSS:

Table 2. t-Test Results

	One-Sample Test					
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
Lower					Upper	
x1= Attention	34.510	34	.000	16.82857	15.8376	17.8196
x2=Interest	34.476	34	.000	14.57143	13.7125	15.4304
x3= Desire	32.685	34	.000	17.62857	16.5325	18.7247
x4=Action	31.431	34	.000	10.68571	9.9948	11.3766

Based on these results, it shows that $t \text{ count} > t \text{ table}$ and significance ($0.000 < 0.05$) so that H_0 is rejected and H_1 is accepted or it can be concluded that Attention (X1), Interest (X2), Desire (X3), and Action (X4) SME at RW 05 Made Surabaya on Instagram is high. The results showed that the effectiveness of the promotion of SME products in RW 05 Made Surabaya on Instagram media was in the high category, meaning that the promotional activities carried out were able to generate attention, interest, desire, and action.

This means that overall promotional activities carried out on Instagram media have high effectiveness on SME in RW 05 Made Surabaya. This means that promotional activities on Instagram can generate followers' attention and interest in products, provide feedback (desire), and even make purchases (actions) for SME products at RW 05 Made Surabaya. To continue to increase the desire of followers to make purchases (action), it is necessary to continue to promote other online promotional activities that are significantly effective and play a role in increasing sales of SME products in RW 05 Made Surabaya promote on Instagram.

Conclusion

The results showed the effectiveness of the promotion of SME products in RW 05 Village Made Surabaya. Instagram media is in the high category, meaning that the promotional activities carried out can generate attention, interest, and feedback (desire), and some do activities to buy products from followers. In the future, it is necessary to intensify online promotional activities that are proven to be effective in causing activities to buy products (actions) from followers.

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