

## Analysis of Digital Marketing Techniques on the Instagram Application (Case Study of the @jajanserang Instagram Account)

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### ABSTRACT

Currently, Instagram has become one of the dominant platforms in digital marketing for building brands, by reaching a wider audience. General trends in marketing on Instagram include the use of creative content strategies, and optimizing the use of hashtags. One example of an Instagram account that is actively doing this is the @jajanserang account. With so many followers, the Instagram account @jajanserang stands out with interesting content and an effective marketing strategy that focuses on information about the culinary industry, food, cafés and tourist attractions in the city of Serang. This account has succeeded in attracting the audience's attention with a combination of tempting videos, interactions being active with followers, using the right hashtags, and intelligent adaptation to Instagram trends and algorithms make this account interesting to research. Apart from that, the aim of this research is to find out the techniques used in digital marketing on the Instagram account @jajanserang such as engagement rate, use of hashtags, and the type of content published are also keywords in the caption so that this account is liked by many people. The research approach applied in this research is qualitative using content analysis techniques by collecting the last 100 posts published by the @jajanserang account in the research period, namely (26/11/23) which were then categorized and analyzed. The results obtained in this research are that the @jajanserang account uses several digital marketing techniques, namely advertising, storytelling, use of hashtags, sales promotions, giveaways, comedy and audio music. Where advertising and sales promotions are the most effective techniques in attracting customers. Then hashtags are a technique that is used very often, while comedy and audio are the least common.

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### INTRODUCTION

With the many advances in technology today, there are many media that can be utilized by society. One of these advances is the internet. In this day and age, the internet has become a necessity for many people from various circles in every activity such as communication, entertainment tools, even the internet has now entered the business world which has given rise to a new breakthrough, namely marketing strategies.

With the internet, social media platforms have emerged. These social media platforms connect people the most and influence consumer behavior. Marketing on social media influences external variables that shape consumer opinions about a product, which ultimately shapes consumer desires in making purchases. (Maoyan, Zhujunxuan, & Sangyang, 2014)

According to the We Are Social report as of January 2023, the Instagram application is one of the most widely used social media after WhatsApp, namely 86.5% of users. So that makes the

Instagram application a potential medium for marketing or promoting it. This online marketing is called digital marketing. (Rachmadi & Kom, 2020)

One of the Instagram accounts that is active in digital marketing is the @jajanserang account which contains various information, including places to eat, places to hang out and unique cafes in Serang. The @jajanserang account already has 51.5 thousand followers with viewers reaching 100 thousand viewers, as seen in Figure 1.

Instagram @jajanserang can also upload 3-4 videos a day. The content created on the Instagram account @jajanserang attracts many other Instagram users to see the posts contained therein. Based on the explanation above, ObjectiveThe purpose of this research is to find out the techniques used in digital marketing in Instagram account @jajanserang such as engagement rate, use of hashtags, type of content published as well as keywords in the caption so that this account is liked by many people. Today, many companies and businesses include digital marketing as an important component of their marketing strategy. Knowing how to market effectively on social media sites like Instagram is crucial at a time when these platforms greatly influence consumer tastes and decisions. In this situation, it is important to conduct an in-depth analysis of the digital marketing tactics used by a particular account. However, there is a need to close the knowledge gap on openness and gain a deeper understanding of the digital marketing strategies used by business accounts, especially on the Instagram platform, through a review of literature and practice. The @jajanserang account, which already has a significant online presence on Instagram and is considered to have an efficient marketing approach, is an interesting account to discuss in this context.

Through this research, researchers hope to close the knowledge gap regarding an in-depth understanding of the digital marketing strategies used by the @jajanserang account. While there is a lot of basic analysis of digital marketing on social media platforms—particularly Instagram—there is a problem with not having a thorough understanding of the specific tactics used by different business accounts. As a case study, this research tries to investigate the digital marketing strategy used by the @jajanserang account. To gain a thorough understanding of efficient digital marketing techniques on Instagram, a thorough examination of uploaded material, user interactions, visual aesthetics, hashtag strategies and other important components will be carried out. It is hoped that by gaining a deeper understanding of effective digital marketing techniques on the Instagram platform, the findings of this research will be able to help researchers, business owners and digital marketing practitioners to improve their own marketing plans and close knowledge gaps in the field. .

There are several studies that are references in this research, including research by Wardhani & Danish, (2021) in a journal entitled "The influence of Instagram digital marketing on purchasing decisions for skincare products during the pandemic" which explains that creating interesting and educational content, running promotions, and aligning Instagram aesthetics with product images are some of the best practices for Instagram digital marketing. The difference between these two studies is that the method in this research uses descriptive qualitative methods with systematic literature review techniques, while this research uses qualitative methods with content analysis techniques. The research focus in this study is to determine the categories and factors that influence Instagram digital marketing on purchasing decisions. products, even though in this research the focus is on digital marketing analysis techniques on the @jajanserang Instagram account and there

are also differences in the research object, namely the research has an object, namely digital marketing factors in skincare products.

Apart from that, there is also research by Kartika, (2023). In the journal "analysis of content marketing strategies in the culinary business (case study on the Instagram account @initempeide)" this research explains that Instagram content marketing carried out by @initempe.id has had an impact in maximizing effective marketing communications. There are several differences between this research and that research which lie in the method used in this research, namely the descriptive research method with case studies, then the focus in this research is the content marketing strategy in the culinary business, namely @initempeid, while the object in the research is the Instagram account @initempeid. Next there is research by (Ramadhan, Ilham, Akalili, & Kulau, 2021) in a journal entitled "analysis of digital marketing techniques on the TikTok application (case study of the @jogjahunterofficial tiktok account)" which explains the digital marketing techniques used on the @jogjahunterofficial tiktok account such as advertising, audio music, feedback, etc. The difference between this research and this research lies in the research object, namely the tiktok account @jogjahunterofficiall.



Figure 1. Instagram account @jajanserang

## METHOD

The research method used in this research is a qualitative method. Qualitative methods are methods that handle non-numerical data, collect and study narrative data. To collect comprehensive and detailed data regarding the problems or issues that must be solved, qualitative research techniques are used. (Sugiyono, 2018) The methodology used in this research is a case study. A case study is a type of qualitative research when the researcher thoroughly examines the actions, events, or processes of one or more individuals. A qualitative approach with case studies was chosen because it allows researchers to understand in depth the complexity of the digital marketing techniques used by the @jajanserang Instagram account. Apart from that, it also allows researchers to analyze and explore various aspects such as the type of content posted and digital marketing strategies, which is why this research uses a qualitative approach with case studies.

Data collection methods used in this research is content analysis. Research that takes the form of an in-depth discussion of the content of written or printed information in the mass media is called content analysis. Holsti states that the content analysis approach is a way of drawing conclusions by objectively, methodically and broadly identifying various specific aspects of a communication. (Asfar & Taufan, 2019). This research used content analysis by collecting the last

100 posts published by the @jajanserang account in the research period, namely (26/11/23) which were then categorized as photos or videos and then grouped with inclusion criteria, namely content related to marketing strategies and which had measurable interaction data (likes, comments, etc.). Next, the exclusion criteria are posts that are personal in nature, not related to promotional business or content that is not relevant to marketing analysis. After the data has been collected and categorized, the researcher analyzes the narrative, visual style and messages conveyed in the captions and descriptions.

## RESULTS AND DISCUSSION

Now Instagram has become one of the applications used for digital marketing. Through the Instagram application, products to be sold can use several digital marketing techniques. Researchers have analyzed the content of the @jajanserang Instagram account as many as 100 pieces of content researched and obtained the results that the @jajanserang account applies a number of digital marketing techniques including advertising, storytelling, hashtags, as well as promos and price cuts.

### Advertisement

Advertising is one of the digital marketing techniques used by the @jajanserang account to control its digital marketing content, seen in Figure 2. Advertising has an influence in increasing customer interest because advertising contains information and messages to customers through sound, images and narratives that are suitable for them. make customers interested and encourage buying interest. (Hartawan, Liu, Handoko, Evan, & Widjojo, 2021)



Figure 2. Advertising techniques on the @jajanserang account

In the content analyzed by researchers on the @jajanserang account, researchers saw that the content used advertising techniques accompanied by interesting video visuals plus explanations with persuasive and informative sentences such as place names, place addresses, opening hours and prices. These were conveyed in the video. and also written in full in the caption "*Recommendations for new tourist attractions in Cilegon! @markazkomobid ; The entry price is only 15 thousand, open from Monday to Sunday except closed Friday, yeh; At Markaz Komobid the facilities are complete. Here there is outbound, flying fox, archery, vineyard, melon garden, watermelon garden, mini zoo, restaurant and many others; Not only traveling, you can also learn how to garden, raise livestock, archery, horse riding, etc. ; Hurry up and invite your family and friends here; Markaz Komobid, Sambilawang Village, Waringin Kurung District, Serang Banten Regency, 42453 @markazkomobid*"

The use of advertising content in the @jajanserang account has had a positive impact which can be seen from the large number of viewers of the content, namely it has been watched 155 thousand times and has been shared 2058 times and received 1928 likes, which can be concluded that the advertising content is successful. attracts the attention of Instagram users so they watch and even share it with other users

### Storytelling

Storytelling is a digital marketing communication method that can be used to evoke customer feelings towards a brand or product. Storytelling is used to arouse someone's emotions and influence their thoughts, feelings and behavior. People basically prefer the narrative style of people's stories compared to brand observations, therefore through interesting stories customers will spread the brand by word of mouth.(Anita & Lestari, 2020). This storytelling technique is one of the digital marketing techniques found by researchers on the Instagram account @jajanserang which can be seen in Figure 3. The use of storytelling in the content tells about a place visited. The stories used vary greatly, starting from the journey to the location, the atmosphere at the location, stories about the product, and so on.

It can be seen in the content of Figure 3. where the content tells about a busy restaurant owned by a famous chef from Serang by showing the condition of the busy restaurant and also the facilities and food in it with attractive visuals and voice. over which uses persuasive and informative words makes the content interesting and creates an atmosphere for people watching the video so that the audience becomes curious and interested in visiting the restaurant.



Figure 3. Storytelling techniques on the @jajanserang account

### Tag/hashtag

The next technique that researchers found in the @jajanserang account posts was the use of hashtags. Keywords that have meaning are denoted by a hashtag (#) are known as hashtags, currently almost all social media platforms use hashtags, including Instagram. Hashtags can make an advertisement or post more accessible to the target.(Christian & Sukendro, 2019)

Of the 100 contents studied, researchers found that more than half of the contents used hashtags in their posts, one of which is seen in Figure 4. Where several hashtags were used, namely #bakso #baksotetelan #baksoidolanggeng #jajanserang #kulinerserang #infoSerang #serangbanten #kotaserang #wongserang # Exploring the use of hashtags is certainly not without reason but to increase or increase engagement, as can be seen in the video which has been watched

more than 100 thousand times and received 4000 thousand likes since it was first uploaded, namely on September 5 2023. Hashtags themselves have been used in almost all posts made. researchers have chosen.

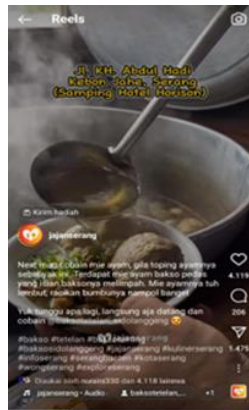


Figure 4. Use of hashtags on the @jajanserang account

The use of the hashtag #jajanserang is one of the characteristics of the @jajanserang account posts and can also make it easier for customers to search for posts, where currently there are 20 thousand posts using this hashtag.

#### Sales promotion

Sales Promotion is a form of digital marketing that aims to increase sales and the form of sales promotion itself is very diverse, developing and being modified continuously. One form is discounts, cashback, promotions and testimonials.(Amanah & Pelawi, 2015)

Figure 5 shows sales promotion techniques in the form of promotions. In the promotion itself, in the video, a talent is seen entering a drinks shop and pointing to a poster that says "buy 2 get 1" which is also narrated "There is still another promotion for kotjok milk, buy 2 get 1 free."



Figure 5. Use of promotional techniques in @jajanserang content

Promotion of a company is intended to inform consumers about the existence of the product and instill confidence in consumers in its superiority. One strategy to increase sales volume is promotion.(Puspitarini & Nuraeni, 2019)



Figure 6. Use of discount techniques on the @jajanserang account

The next technique discovered by researchers is the discount technique. In this content, you can see a talent who says in the content, "There's another 20% discount, guys, at Bee Crapes." Of course, discounts are always an attraction for every consumer.

Give freely

The next technique found by researchers on the @jajanserang account is giveaway. Giveaway itself is a promotional method that is generally carried out by Instagram users to celebrate something such as a birthday, celebrate increasing followers or increasing the number of followers and so on. In picture 7. You can see the @jajanserang account doing a giveaway to celebrate the account's 5th anniversary which is written in the content caption which reads "5th anniversary @jajanserang wants to giveaway 500k for 5 lucky people 😊".

The giveaway itself aims to attract potential consumers by inviting our followers to carry out online promotions and increase the loyalty of potential buyers which will have an impact on subsequent purchases. (Lestari, 2015)

It can be seen that because there are conditions that must be met by someone to be able to take part in the giveaway, of course it will be profitable for the account user. In picture 7. You can see in the caption that the conditions for taking part in the giveaway are written, namely "Come on in! It's really easy!

1. Follow @jajanserang
2. Share this scroll in stories
3. Tag your friends in the comments column"

It can be seen that there are requirements to join the @jajanserang account to take part in the giveaway which will of course have an impact on increasing the account's followers, then there are also requirements to share reels on stories and tag friends on the account. comment column which will later have an impact on public awareness of the @jajanserang account.



Figure 7. Use of giveaway techniques on the @jajanserang account

### Comedy

The next technique found by researchers on the @jajanserang account is the comedy technique which can be seen in figure 8. The use of comedy techniques in captions of written content "I think this is the most beautiful dessert, yes, the most beautiful like you 😊" This sentence is an indicator that the @jajanserang account uses comedy techniques, but the comedy techniques on the @jajanserang account are inconsistent and are just a distraction to enrich the content and digital marketing techniques on the account. The @jajanserang account does not use comedy techniques to form the main character of the account, but is just for entertainment and adds color to the content. , it can be interpreted that comedy is a digital marketing technique that is rarely used in content on the @jajanserang Instagram account.

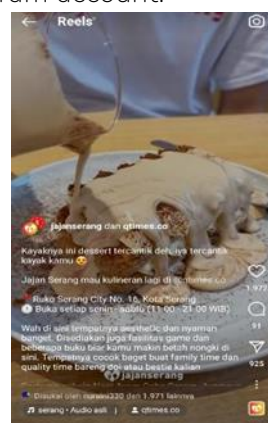


Figure 8. Use of comedy techniques on the @jajanserang account

### Music audio

The next technique found on the @jajanserang Instagram account is audio music, where the use of music is used to attract consumers' attention, apart from enriching the existing content to make it more interesting. Apart from that, music can be useful for describing the atmosphere and creating a dramatic effect or desired effect. Seen in Figure 9. There is a music symbol or icon at the bottom left of the written content in the form of the song title and singer of the song. In the content it appears written Icona pop- All night, which means the content uses audio music entitled all night sung by Icona pop.





Figure 9. Use of audio music techniques on the @jajanserang account

In the content that researchers have selected, it was found that although the @jajanserang account does not always use music in its content, but only voice overs without additional music as background sound, this account quite often adds audio music to its promotional content. done by selecting music. which is currently viral, such as during the fasting month, this account uses a lot of Islamic music in it, such as "Ramadhan Arrives" by Opick, Ramadhan Arrives by Tompi, Eid al-Fitr by Gita Gitawa, etc. make existing content look interesting.

## CONCLUSION

The Instagram account @jajanserang shows that the marketing strategy implemented has several important points. It was found that the use of attractive visual content, consistency in posting, active interaction with followers, as well as the use of relevant hashtags are key factors that influence account performance and growth. There are several marketing techniques implemented by the Instagram account @jajanserang, namely advertising, storytelling, use of hashtags, sales promotions, giveaways, comedy, and audio music. Advertising is a successful technique for attracting other users to the @jajanserang account which can be seen from the number of views, likes and comments obtained from applying this technique to this account. Storytelling is also applied in the @jajanserang account to attract and arouse feelings of curiosity in the audience so they buy the products being broadcast. The use of hashtags is one of the techniques most widely used by the @jajanserang account in its posts. In fact, in the hashtag technique used, there are already thousands of posts that use this hashtag. This technique is used to make it easier for other users to find the post they are looking for. One of the hashtags that is always used is #jajankserang. Sales promotion is a technique that aims to increase effective sales by informing consumers about the existence of a product and instilling confidence in consumers in its superiority. Giveaway is one of the effective techniques used in the @jajanserang account because giveaways can increase existing followers and can also increase Instagram insight. Comedy is one of the techniques found in the @jajanserang account, but comedy is only used as a coloring or distraction to enrich the content. This is proven by the inconsistent use of this technique in the @jajanserang account. The last one is the application of audio music techniques which are the same as comedy, namely only to enrich the uploaded content and are also useful for building video effects for content uploaded by the @jajanserang account.

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