

Online Promotion Strategy of Locomotion Art Agency Yogyakarta Through Instagram in Increasing Client Interest in Advertising

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ABSTRACT

Keywords

Promotion Strategy
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Agency
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This research is about the Online Promotion Strategy of Locomotion Art Yogyakarta Agency Through Instagram to Increasing Client Interest in Advertising. Information and communication technology is a tool or way used by humans to convey, receive, and search for information and communicate in everyday life. Social media is a very effective platform in this digital marketing strategy, one of the popular and effective social media platforms is Instagram. Locomotion Art Studio, a creative agency in Yogyakarta, has utilized Instagram as the main platform in its online promotion strategy. With a well-organized Instagram feed featuring stunning work, Locomotion Art Studio attracts the attention of potential clients and increases their interest in advertising. This research aims to find out how the Online Promotion Strategy of Locomotion Art Yogyakarta Agency Through Instagram Increasing Client Interest in Advertising. This research uses qualitative methods with a naturalistic approach. The object of this research is the online promotion strategy implemented by Locomotion Art, a creative agency in Yogyakarta. Data was collected through interviews with the purposive sampling technique, which is selecting informants who can provide comprehensive data. Then, data collection was done through interviews and historical data documentation. Data analysis includes data reduction, data presentation, and conclusion drawing. The results of the study show that the Online Promotion Strategy of the Yogyakarta Locomotion Art Agency Through Instagram to Increasing Client Interest in Advertising. is by carrying out stages, namely the online promotion planning stage and the online promotion mix.

1. Introduction

Information and communication technology is a tool or method used by humans to convey, receive, and search for information and communicate in everyday life. In the current era of globalization, telecommunications and informatics are very important because they function as a means of communication between information providers and users (Syarah, 2009). Technological advancements have brought significant changes in various aspects of life, including in the field of marketing. One of the biggest innovations is the internet, which has not only changed the way people interact, but also the way business is done (Komalasari et al., 2020). Digital marketing is a method that utilizes information technology to promote products and services online. Social media is a very effective platform in this digital marketing strategy (Warmayana, 2018).

One of the most popular and effective social media platforms is Instagram. With features that support engaging visualizations and high interactivity, Instagram allows companies to communicate directly with their audience and build closer relationships. Instagram has become an essential tool in the marketing strategies of many companies, including ad agencies (Gusti Dedy Saputra, 2022). Instagram allows companies to build brands through engaging visual content, interact with audiences directly, and create closer relationships. Locomotion Art Studio is a creative agency in Yogyakarta,

they have utilized Instagram as the main platform in their online promotion strategy. The agency is known for its creativity and innovation in advertising. With a well-organized Instagram feed that displays stunning work. A consistent Instagram feed also shows the agency's professionalism and dedication in every project they handle.

In this context, Locomotion Art Studio demonstrates effective online promotion strategies through Instagram. Locomotion Art Studio uses various strategies to attract clients, including special offers for some programs that provide discounts and standard packages for new clients and this approach not only attracts attention but also builds positive relationships with clients. Locomotion Art Studio's use of Instagram includes various features such as feeds, stories, and reels. They utilize these features to showcase their work, behind-the-scenes creative process, and attractive promotional offers. This shows the important role of social media in marketing communication in this digital era. Companies that can optimize the use of social media in their marketing strategies have a greater chance of succeeding in an increasingly competitive and dynamic market.

Previous research was conducted by Muhammad Aditya Widyananto (2023) with the title Travel Nusantara Promotion Strategy Through Instagram Media in Increasing the Number of Consumers in 2021. This study aims to examine the Nusantara travel promotion strategy through Instagram media to find out how the Nusantara travel promotion strategy uses Instagram social media to increase the number of consumers in 2021. This research uses descriptive qualitative research methods, the data source of this research comes from the results of interviews with several internal and external informants. The results of the study show that the promotion strategy of Travel Nusantara through Instagram media to increase the number of consumers in 2021 is to carry out stages, namely the planning stage, the implementation of the promotion mix, and evaluation. The promotion mix chosen by Travel Nusantara includes personal selling, sales promotions, and direct marketing.

The equation of this research with the previous one is that both want to know the online promotion strategy through Instagram and use the same stages. However, the difference is in the object of research. This research is about online promotion strategies at the Locomotion art agency while previous research on online promotion strategies at Travel Nusantara.

2. Method

This research uses a qualitative method with a naturalistic approach to understand Locomotion Art's online promotion strategy through Instagram. Qualitative research allows researchers to explore in-depth perspectives from subjects in a natural context (Fadli, 2021). The object of this research is the online promotion strategy implemented by Locomotion Art, a creative agency in Yogyakarta.

Data was collected through interviews with a purposive sampling technique, selecting informants who could provide comprehensive data (Moeleong, 2013). Informants included Locomotion Art employees and clients who have used their services at least twice. Data collection was conducted through interviews and historical data documentation.

Data analysis included data reduction, data presentation, and conclusion drawing. Data was reduced by selecting and emphasizing relevant information from interviews and documentation (Rijali, 2018). The data that has been reduced is then organized systematically for conclusion drawing and verification by comparing the results of interviews and documentation. This research also uses the stages of online promotion planning and online promotion mix.

3. Result and Discussion

3.1. Presenting the Results

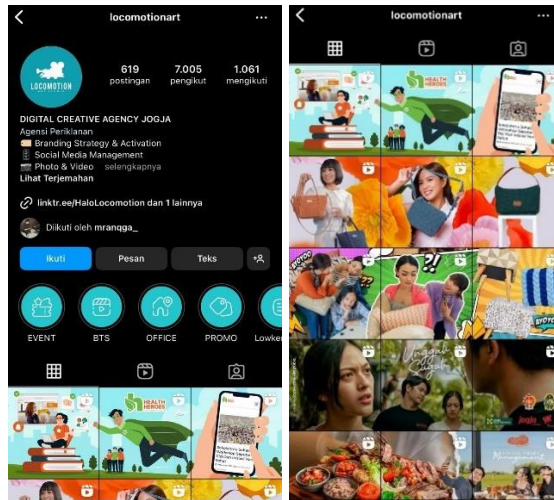


Figure 1. Instagram Locomotion Art Feeds
Source : Instagram Locomotion Art

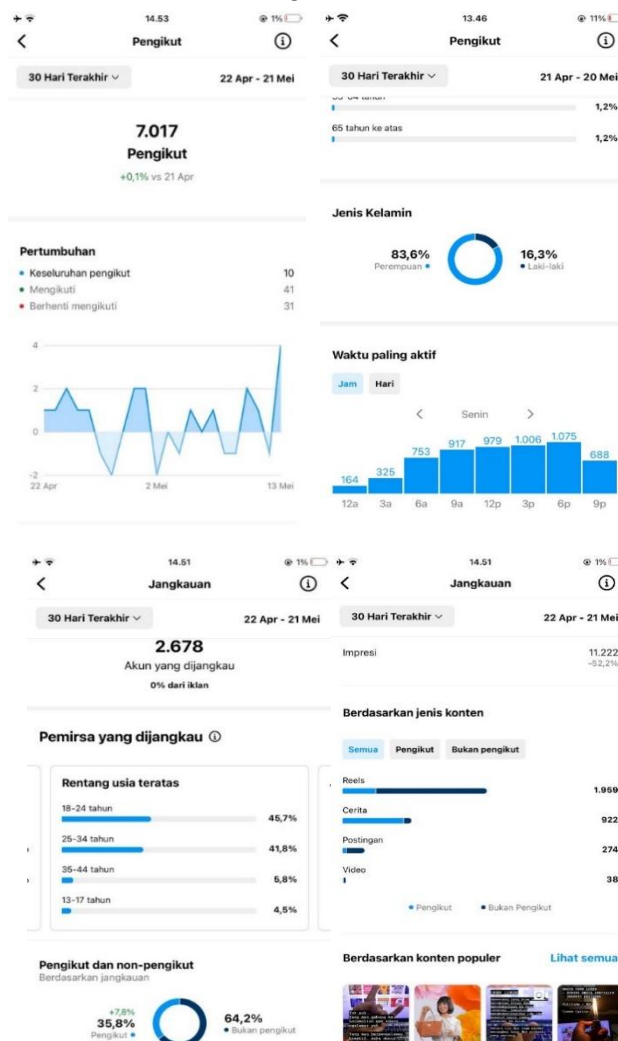


Figure 2. Instagram Locomotion Art Insight
Source: Internal Locomotion Art Data



Figure 3. Behind The Scene of Client Content Creation
Source : Muhammad Ranggaseno



Figure 4. Entertainment Content on Locomotion Art's Instagram
Source : Instagram Locomotion Art

3.2. Discussion

1. Online Promotion Planning

Demographic and Market Division. According to Mohammed, Rafli., Fisher, Robert J & Paddinson (2004), there are two main methods to find out the potential market for a product, namely understanding consumer behavior on social media and dividing consumer demographics based on factors such as age, gender, and geographic location. In the context of Locomotion Art, understanding consumer behavior on Instagram is very important. By dividing consumer demographics, they can customize marketing strategies. For example, if the majority of their Instagram followers are in Yogyakarta, marketing strategies can be focused on this segment.

Rafika Riniptasari, the content creator of Locomotion Art, said that Locomotion targets the middle age range or the market is not for the c-d class (lower middle) but a-b (upper middle). Locomotion

Art adopts a strategy that focuses on clients from the a-b class because this segment tends to be more prepared and able to utilize social media handling services more effectively. According to Wardani (2023) the importance of data and analytics in understanding the target market, which allows companies to customize their messages more effectively and choose the most appropriate communication channels to reach their audience. Instagram Business features help Locomotion Art analyze consumer demographics and behavior, so they can design more effective marketing strategies.

Determination of Promotion Strategy. According to Andy Prasetyo Wati, Jefry Aulia Martha (2020) that a measurable product or service marketing strategy uses technology. Locomotion Art implements an effective digital marketing strategy through Instagram. They use interesting content as well as boost posts and Instagram Ads to reach a wider audience. Instagram was chosen for its convenience and wide reach, with features such as Stories and Reels that increase engagement.

Rafika Riniptasari, content creator at Locomotion Art, emphasized that boost posts are a very effective tool to increase reach and engagement. According to Tjahyadi & Cornellia Stella Mahardhika (2022) corporate social media marketing can carry out business activities such as building brand image, promoting online services, informing products, and other offers.

Developing a Media Plan. Figure 1 shows Locomotion Art's Instagram feed page. An important step taken by Locomotion Art is the selection of the right media to promote its agency. According to Mohammed, Rafli., Fisher, Robert J & Paddinson (2004), media selection should be in accordance with the content of the message, market demographics, promotional objectives, and the company's work program plan. According to Rafika Riniptasari, Instagram was chosen as the main media for promotion by Locomotion Art because of its interactive features such as Stories and Reels, which can increase engagement and reach a wider audience. According to Rahmadanti et al., (2021) found that using Instagram as a promotional media can significantly increase interaction and the number of followers.

Creating Locomotion Art's Promotional Message Content. Locomotion Art customizes promotional content with relevant themes and integrates creative and marketing principles for messages that appeal to the audience. According to Mohammed, Rafli., Fisher, Robert J & Paddinson (2004), it is important to build product and company awareness with messages that match business objectives. They use Instagram for promotion, utilizing photos and videos that are easily uploaded and viewed by the audience. Here are some stages of creating message content for several categories:

Designing Message Content for tourism content. The creation of tourism content is one of the clients of Waterboom Yogyakarta. Locomotion Art conducts professional photo shoots and videography, using models to showcase real experiences that visitors can enjoy. According to Ichlasul Amal, Locomotion Art's photographer, special techniques used include utilizing natural lighting, burst mode to capture the action, and compositions that show the atmosphere of the Waterboom. According to Yanto et al., (2022), the use of quality visual media can significantly increase the appeal of tourism promotion.

Designing Message Content for Fashion content. The creation of fashion content, one of which is the Batik Benang Ratu client, is done in a photo studio with careful lighting arrangements and detailed arrangements to display batik motifs. According to Ichlasul Amal, the importance of lighting, shooting angle, and editing process are crucial to produce a perfect photo. Arlina Ambasari (2012), also said that the right lighting and shooting angle can improve the aesthetics and visual appeal of fashion products.

Designing Message Content for Food content. Creation in Food content is one of Nyai Sambel's clients. Locomotion Art uses carefully selected props to highlight the essence of the product. The use of natural lighting, the right shooting angle, and the attractive arrangement of the food ensure an appetizing photo result. According to Ichlasul Amal, techniques such as close-ups and macro shots are effective for showing food details. According to Deshinta (2020), attractive food visualization can increase consumer appetite and buying interest.

Moment specific Promotional Content. Locomotion Locomotion Art utilizes special moments such as national days or important dates to create relevant and engaging content, often by offering discounts or special deals. For example, the 6th of the 6th month will get a 6% discount. According

to Anwar & Anggraini T., (2021), events are also a way that can produce a good impact and tend to be dominant to inform brands to potential buyers.

Promoting on Instagram. Locomotion Art utilizes Instagram for promotional activities by uploading content to Instagram feeds or Stories. According to Mohammed, Rafli., Fisher, Robert J & Paddinson (2004), after designing and creating promotional materials, the next step is to upload content on Instagram. Locomotion Art often uploads trending or viral content on the Instagram reels feature to attract users' attention as we can see in Figure 4.

Evaluation of Promotion Activities Through Instagram. After completing the promotion stage, the next step is evaluation. Evaluation is the process of assessing whether activities are in accordance with the planning achieved (Sulistiyan, 2009). According to Putri Caesar, Windi Aprillian Syaputri (2024), social media evaluation is important to understand audience behavior and preferences, so that marketing strategies can be adjusted and periodic evaluations of the effectiveness of marketing strategies that will help companies to identify the strengths and weaknesses of the strategies that have been implemented. Locomotion Art evaluates online promotion strategies on Instagram by looking at interaction patterns through likes, comments, replies, Instagram Stories, and Instagram messages. Figure 2 shows the insights on Locomotion Art's Instagram. Instagram Insights helps analyze internal data. According to Fitra Alfajri et al., (2019), the insight feature helps improve the marketing efficiency of products and services.

2. Online Promotion Mix

Sales Promotion. Sales promotions are short-term incentives to increase sales. Locomotion Art uses soft selling methods and rarely uses hard selling. As in pictures 3 and 4, Soft selling is used by Locomotion Art such as Behind the scenes, interesting content, and viral content. According to Cinthya (2020), soft selling attracts consumers to see further advertisements. According to Wardani (2023), sales promotion aims to increase consumer demand quickly, driving sales.

Personal Selling. Personal selling involves a personalized two-way relationship. According to Kotler, P., & Keller (2016), personal selling allows two-way communication through face-to-face, telephone, or video calls. Locomotion Art uses Instagram and WhatsApp Direct Messages stored in the Instagram bio for direct marketing, facilitating communication, strengthening relationships, and allowing in-depth explanations of services. According to Wardani (2023), effective personal selling can build strong and personal relationships with customers.

Public Relations. Public relations aim to publicize information and create open communication with the audience. According to Morrisson (2010), publications, and public relations help gain consumer trust. Locomotion Art uses the live feature and other interaction features in the Instagram stories feature to interact directly with followers, provide the latest information, and answer questions. According to Wardani (2023), successful Public Relations activities can enhance brand reputation, build trust, and ultimately, support long-term business goals.

4. Conclusion

Research on online promotion strategies by Locomotion Art highlights the use of Instagram as the main platform. They determined the demographics and market to design relevant marketing messages, set a promotional strategy with engaging content, and used Instagram Ads to reach a wider audience. Instagram was chosen because of its features such as Stories and Reels that facilitate promotional activities. Locomotion Art focuses on creating message content that emphasizes the beauty and uniqueness of the product or service. Promotion is done by uploading trending or behind the scenes content on Reels and Stories, as well as using paid promotions to showcase their agency widely. Then, evaluation is done by looking at interactions through likes, comments, and Instagram Insights to adjust marketing strategies. They also implemented an online promotion mix, including sales promotion with soft selling, and personal selling through WhatsApp links in the Instagram bio. Public relations is done by publicizing activities and creating open communication with the audience. That way, Locomotion Art has carried out the stages of an online promotion strategy to increase client interest in advertising.

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