

Analysis Content Instagram @zomia_coworkingspace as a Marketing Communication Strategy

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ABSTRACT

Keywords

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Instagram has such a powerful attraction that a lot of people use it. Instagram succeeded in becoming an app of interest to many users. Instagram has become a strategic place for businessmen to market their products. In Indonesia, coffee shops, also known as coffeshops, use Instagram as a marketing communication strategy. The only coffee shop that uses marketing communication strategies using social media is Zomia Co-Working Space, with its Instagram account @zomia_coworkingspace. Based on the exposure provided above, the researchers were interested in analyzing the contents of the Instagram account @zomia_coworkingspace as a means of marketing communication. The researchers chose qualitative research methods because they wanted to explain how @zomia_coworkingspace's marketing communication strategy through the Instagram app promotes and markets its products. The research reveals that the @zomia_coworkingspace account markets its products by uploading or posting items like forms, photos, and videos, and by providing detailed descriptions of the products released in the caption column on the Instagram account of @zomia_coworkingspace. @zomia_coworkingspace tailors the price strategy of its products to appeal to Yogyakarta students, who are the primary target audience for the space. The location strategy of @zomia_coworkingspace is quite strategic; it is easy to find by visitors and has easy access to the road. The promotion strategy of @zomia_coworkingspace on her Instagram account involves hosting a giveaway in celebration of her second anniversary.

1. Introduction

The technology that governs human life has evolved rapidly. Internet technology is one of the fastest-developing technologies today. The Internet allows people to communicate with other people around the world, regardless of time or place. The Internet can generate a new network known as social media. Social media was originally only used to interact with friends, co-workers, and family. Social media is now widely used by the public to disseminate information because it is easy to get information from the Internet, and many and certain groups use it to sell their goods and services, as well as to connect with consumers. Nowadays, product marketing can take advantage of social media. Marketing communication becomes a very aggressive activity within a company, as can be seen from the presence of a very fast and very significant technology (Zainuri, 2023).

Through integrated marketing, both online and offline, a marketing communication strategy becomes an important thing to do. Through the Internet and new social media, entrepreneurs can develop their businesses, including through promotional and branding activities. Once, the methods used for integrated marketing communication strategies and mixed marketing communications were still very traditional, conventional, and manual. Like using brochures, flyers, banners, and even information that's just mouth-to-mouth. But with today's increasingly sophisticated and evolving information and communications technology, through the Internet and social media promotional

activities, an enterprise can be done quickly, easily, targeted according to needs, and even connected with anyone in unlimited time and in any part of the world (Wantika et al., 2021).

Instagram is an Internet social network that is able to grow rapidly. Online marketing through social media is a novel approach to promoting a product or service. More and more people are using social media, especially Instagram, as a medium of marketing communication for the products and services they generate (APJII, 2020). Today, business practitioners widely use information technology and communication, particularly social media like Instagram, for product marketing. Instagram's benefits as a media online shop include its free nature, widespread usage, ease of use, effortless promotion, and integration with other social media platforms. Furthermore, Instagram's powerful attraction draws in a large number of users. Instagram succeeded in becoming an app of interest to many users. Many entrepreneurs switch their marketing to Instagram. Instagram, as an online media shop, offers the benefit of being free and catering to a technologically savvy audience. Instagram users are typically technologically sophisticated, which means that before they become loyal Instagram users, they are active on Facebook or Twitter.

According to the We Are Social report, there will be about 104.8 million Instagram users in Indonesia by October 2023, making Indonesia the fourth-most Instagram-user country in the world. We are Social also recorded that there were 1.64 billion Instagram users worldwide in October 2023. This figure increases by 2.5 percent quarter-to-quarter (qtq) and rises by 18.1 percent annually (year-on-year). Based on their gender, men dominate global Instagram users aged 18 and over, with a proportion of 50.3 percent, compared to 49.7 percent of women. Instagram will be the fourth most widely used social media app in the world by the October 2023 version of We Are Social. It is below Facebook, YouTube, and WhatsApp (WAS, 2023).

Instagram has emerged as a platform that offers numerous business opportunities. In Indonesia, coffee shops, also known as coffeshops, use Instagram as a marketing communication strategy. In 2022, Yogyakarta became the city with the busiest coffee shop in Indonesia. So far, according to data from the Nusantara Coffee Community, there are about 3,000 coffee shops spread across the DIY region. This number is much higher than some other big cities around Yogyakarta, such as Semarang, whose number of coffee stores is only about 700, and Solo, whose number of coffee stores is 400. Yogya has a relatively small area, making it, according to Rahadi, one of the cities with the busiest coffee shops in Indonesia.

One of the coffee shops that uses social media marketing communication strategies is ZOMIA Co-Working Space, with its Instagram account @zomia_coworkingspace. The entire ecar, the cafe belonging to the Faculty of Forestry of Gajah Mada University, offers a healthy, comfortable, and natural eating experience. The cafe not only caters to students but also serves the general public. Based on the above exposure, researchers were interested in analyzing the contents of the Instagram account @zomia_coworkingspace as a marketing communication strategy.

2. Method

Given the background information and the earlier research objectives, we will conduct a thorough investigation of qualitative-descriptive research. The qualitative research approach allows the author to interpret and explain a phenomenon as a whole using words without relying on numbers. The reason the researchers chose a qualitative research method is that they wanted to explain how @zomia_coworkingspace's marketing communication strategy through the Instagram app promotes and markets its product. The researchers then gathered and analyzed the data using descriptive methods. They performed observations by analyzing data in the form of photos, video uploads, or textual data (caption and comment) on the Instagram account @zomia_coworkingspace.

This study employs two data collection techniques: non-participant observation and library study. In non-participant observation, the researcher observes the object under study without direct involvement. In non-party observation techniques, the researcher remains an independent observer, not directly involved with the object under study. Researchers employ library studies for data collection, drawing from journals, books, and prior research that pertains to the subject of study. The data analysis technique used in this study uses the Milles and Huberman models. Milles & Huberman models define data analysis techniques such that researchers can perform analysis while

the research is in progress. The stages of data analysis techniques with the Miles and Huberman models are data reduction, data presentation, and conclusion (Sugiyono, 2016).

3. Result and Discussion

3.1. Presenting the Results

The massive use of social media in Indonesia has led many companies to use social media, especially Instagram, as a communication medium to disseminate information to the public. Previously, social media solely served as a platform for photo and video sharing, but @zomia_coworkingspace now leverages Instagram as a tool for product marketing communication. On Instagram, @zomia_coworkingspace shares various types of content with different themes and messages, targeting the Indonesian coffee maker community. The @zomia_coworkingspace account has distinctive features in every piece of content produced, such as the design and content created to be easily understood by the audience.

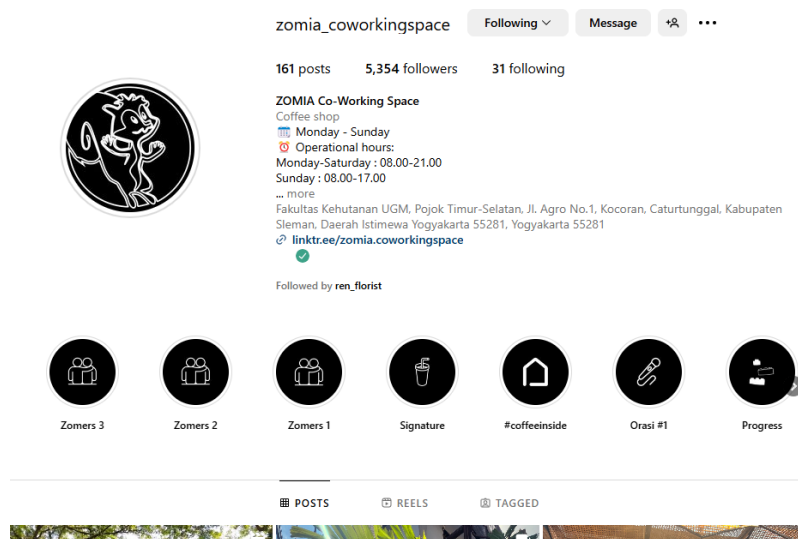


Figure 1. Instagram Account @zomia_coworkingspace

Source: https://www.instagram.com/zomia_coworkingspace/

According to Kotler and Armstrong, marketing strategy is a set of tactical marketing tools controlled by products, prices, locations, and promotions that a company combines to generate the desired response in a target market. It consists of four components known as the 4Ps (product, price, place, promotion). The Instagram account @zomia_coworkingspace employs a variety of promotions as part of an integrated marketing communication strategy, leveraging social media platforms such as Instagram and implementing step 4P as its precursor:

1. Product

Products play a crucial role in applying the marketing mix and boosting sales volume. Offering high-quality coffee products can enhance the public's attraction to the offered products. In this case, @zomia_coworkingspace displays various products it sells through links that visitors can access on its Instagram bio.



Figure 2. Product Posting @zomia_coworkingspace

Source: https://www.instagram.com/zomia_coworkingspace/

Account @zomia_coworkingspace prioritizes the quality of their product, ensuring that the coffee seeds are suitable for roasting and selling to consumers. They also prioritize the cleanliness of the equipment and materials used in the roasting process, as unclean equipment renders coffee seeds unfit for consumption. @zomia_coworkingspace pays close attention to these qualifications due to their lack of experience in processing and managing coffee, and they also take taste into account during the coffee-making process. The shelf life of the product in @zomia_coworkingspace is 2–3 days in the refrigerator. The coffee doesn't bite, but it has reduced its freshness and also removed the typical aroma of the coffee.

The product strategy used by the @zomia_coworkingspace account is to market the product by uploading or posting items such as forms, photos, and videos, as well as providing detailed descriptions of the product released in the caption column, through the Instagram account of @zomia_coworkingspace. The various photos and videos of the products sold by @zomia_coworkingspace consistently emphasize their aesthetic appeal, aiming to pique the public's interest in trying them. The products sold consisted of heavy food, snacks, and a variety of beverages. At certain times, @zomia_coworkingspace releases a special product menu called the LTO menu (limited time order). In product development, Coffee Tea and Spaces aims to always add new menus each month.

2. Price

When it comes to attracting consumers, price plays a crucial role. It takes a considerable amount of time for consumers to purchase a marketed product, as they also weigh the product's quality. A product that is both affordable and of high quality can enhance consumers' interest in purchasing it. We adjust the price setting in @zomia_coworkingspace to include the sale price, the cost of raw materials, the production cost, and the sale presentation, after which you can determine the price for the menu item. Visitors can view the product price details by clicking on the link in the Instagram bio of @zomia_coworkingspace.

The price of products sold by @zomia_coworkingspace ranges from 5 thousand to 35 thousand rupees. Yogyakarta students, who are the target audience for @zomia_coworkingspace, set this price to fit their budgets. We aim to set the price to ensure that all consumers, including those with lower and middle incomes, students, and the general public, can enjoy @zomia_coworkingspace products at economically affordable prices while maintaining delicious flavor quality. We adjust the price to match the quality of the products we produce, ensuring that visitors are not disappointed and are likely to make repeat purchases.



Figure 3. Menu @zomia_coworkingspace

Source: https://www.instagram.com/zomia_coworkingspace/

3. Place

Location plays an important role in building an enterprise, whether it is a goods enterprise or a service enterprise. One of the determinants of an enterprise's success is its strategic location, easily accessible to visitors or tourists. Location plays a crucial role in the promotion strategy, as factors such as proximity, ease of access, and convenience significantly influence consumer purchasing decisions. Location of @zomia_coworkingspace is quite strategic, easy to find by visitors, and easy to access as well. Coffee shop @zomia_coworkingspace is located in the Faculty of Forestry of UGM, East-South Pojok, Road Agro No. 1, Kocoran, Caturtunggal, Sleman District, Istimewa Yogyakarta District.



Figure 4. Location @zomia_coworkingspace

Source: https://www.instagram.com/zomia_coworkingspace/

In his Instagram post, @zomia_coworkingspace featured a breathy and cozy coffee shop atmosphere. It's a particular attraction because this coffee shop occupies a vast area of land that is still aesthetic, cool, and full of greenery. Furthermore, the @zomia_coworkingspace area lacks any similar coffee shops within a close radius. By incorporating these location advantages into integrated marketing communications, @zomia_coworkingspace can highlight these factors and promote them to a potential audience.

4. Promotion

A company uses promotion as a marketing activity to disseminate information about a product through the use of marketing mix elements, with the aim of influencing consumers who are interested in the offered products and may consider purchasing them. Online media like Instagram often advertises @zomia_coworkingspace's promotions. This is done through fWe regularly upload feeds and Instagram stories to attract followers of @zomia_coworkingspace, and use Instagram ads to reach training customer habits, @zomia_coworkingspace rarely conducts sales promotions.



Figure 5. Promotion @zomia_coworkingspace

Source: https://www.instagram.com/zomia_coworkingspace/

One of the promotions that @zomia_coworkingspace ran on her Instagram account was a giveaway in celebration of her 2nd anniversary. This strategy aims to capture the attention of numerous Instagram visitors and followers of @zomia_coworkingspace. Additionally, @zomia_coworkingspace regularly participates in a variety of coffee-related festivals and serves as a sponsor for these events. Following the various festivals attracts visitors and piques their curiosity, leading to a surge in product orders for @zomia_coworkingspace.

Additionally, @zomia_coworkingspace implements various promotional strategies through sales promotion, including the use of endorser services for new products and their Instagram uploads. Other promotional strategies use personal selling at special and open event moments. In addition, the promotion strategy uses direct sales to reach consumers. Lastly, public relations employs a marketing strategy that involves introducing consumers to the product's endorser service through Instagram posts and direct message features (DM).

3.2. Discussion

The promotion mix is a key component of an integrated marketing communication strategy that leverages social media. Entrepreneurs, whether in the services or product sectors, can use Instagram as a tool and strategy to introduce and establish the branding of a product or service for the public. Social media can serve as a crucial tool for communication, particularly in the marketing process. According to Tjiptono (2008), marketing communication is a marketing activity that seeks to disseminate information, influence, persuade, and remind the market that a company or institution and its products are willing to ask, buy, and be loyal to the product offered by the company or agency concerned. When consumers sign up as users and follow the company's Instagram social media account, they can engage in persuasive communication with the company.

The aim of this communication is not only to introduce the company's products or services to the public, but also to foster interaction between the communicator and the communicator, or between the provider of products and services and the customer. If @zomia_coworkingspace uses Instagram wisely and optimally for coffee shop promotion, it could boost competition among similar coffee shops. Through social media, Instagram @zomia_coworkingspace can directly inform people about the products it sells. Additionally, the public can gain direct knowledge about the location and the products offered. Using Instagram social media for coffee shop marketing is both cost-effective and straightforward.

The product strategy used by the @zomia_coworkingspace account is to market the product by uploading or posting items such as forms, photos, and videos, as well as providing detailed descriptions of the product released in the caption column, through the Instagram account of @zomia_coworkingspace. The products sold by @zomia_coworkingspace range in price from 5 thousand to 35 thousand Rupiah. Yogyakarta students, who are the primary visitors to

@zomia_coworkingspace, set this price to suit their budget. The location strategy of @zomia_coworkingspace is quite strategic; it is easy to find by visitors and has easy access to roads. The promotion strategy of @zomia_coworkingspace on her Instagram account involves hosting a giveaway in celebration of her second anniversary.

The shift in sales strategy, utilizing online platforms like social media, has resulted in a significant increase in sales for @zomia_coworkingspace. Additionally, it incorporates products sold online, such as cups and dryers, in response to the growing trend of homebrewing in the community. Online and take-away coffee sales increased by 109 percent worldwide, according to the Speciality Coffee Association (SCA). This is in line with @zomia_coworkingspace using online social media platforms to boost sales of its products.

4. Conclusion

Research on the Instagram account @zomia_coworkingspace reveals that @zomi_coworkingspace effectively utilizes the 4P mix in its product marketing. @zomia_coworkingspace sets prices that are both affordable and standard, catering to a diverse range of customers. Additionally, they offer discounts on coffee purchases from Roasbean, along with a variety of food, bread, and non-coffee beverages. The strategic location of @zomia_coworkingspace facilitates easy access for tourists and visitors to the area. Another promotion strategy is the use of new product endorsers and uploads on Instagram. Therefore, the marketing communication strategy used by @zomia_coworkingspace through Instagram includes targeting consumers, marketing content, using attractive images, a good response to bids, and promotions or discounts.

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