



Jogja-NETPAC Asian Film Festival (JAFF) online promotion strategy via Instagram to maintain brand image in 2022

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ABSTRACT

Keywords

Online Promotion Strategy
Social Media
Instagram
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With the existence of social media, patterns of communication in society have indirectly changed. Social media is considered to have an essential role for a company or brand to market its products. This research aims to describe the online promotion strategy carried out by the organizers of the 2022 JAFF event to maintain brand image through Instagram social media. Also, to find out to what extent JAFF event organizers understand and realize the importance of online promotional strategies to sustain the brand image of JAAF activities both currently running and those that will be running. This study used a descriptive qualitative method. In using Instagram as an online promotional medium to maintain its brand image, JAFF has used several stages such as supporting its brand image through visuals, such as packaging upload displays attractively and using the features provided by Instagram such as Insta stories, feeds, captions and comments.

1. Introduction

With the existence of social media, communication patterns in society have indirectly changed. At first, people communicate directly or face-to-face; at this time, they can communicate face-to-face and are not constrained by distance and time through social media. The many kinds of social media and their respective features add options for people to communicate through social media. In addition to communicating, social media is considered to have an important role for a company or brand to market its products.

The role of social media is significant for Jogja-NETPAC Asian Film Festival (JAFF) in marketing and promoting the activities that will take place. One of the ongoing film festivals in Yogyakarta is the Jogja-NETPAC Asian Film Festival (JAFF). "Cinema amid Crisis" was the theme of the first JAFF held in Yogyakarta in 2006. JAFF brings together film communities, audiences, and filmmakers from Yogyakarta and Asian countries. In 2022, JAFF will carry a different concept from the previous two years because it is still in the pandemic period with the theme "Blossom," which shows that the pandemic era has ended and invites it to bloom again. JAFF returns with events such as community forums, film screenings, and special programs.. JAFF uses several social media for promotion and information, such as Instagram, Facebook, and Twitter. One social media that is quite active is Instagram. Through interesting and informative posts, it becomes one of the promotional tools in promoting the activities of JAFF.

JAFF @jaffjogja Instagram is not only a means of information on event activities but also a promotional tool. Promotion is one of the most important activities, which plays an active role in introducing, informing, and reminding about the profile and benefits of a product in order to encourage consumers to buy and use the promoted product. In determining the promotional tools that will be used to achieve success in sales, companies must be able to determine precisely and carefully. (Jaiz,

2014). Instagram is considered more effective than other social media because in delivering messages, Instagram has many features that support promotional activities.

A promotional activity is also a way to build or maintain a brand image. Brand image, also known as "brand image," can be considered a type of bond customers create when they think about a particular brand. These associations can appear in specific thoughts or images associated with the brand, just as they do when we think about other people. Type, endorsement, strength, and uniqueness are some of the concepts that can be used to describe this relationship. (Shimp, 2003). JAFF, which is always crowded every year, becomes its image for the audience who comes to JAFF. It is recorded that every year JAFF can accommodate approximately 15,000 visitors each year. Visitors who come to JAFF include filmmakers, film lovers, and the general public. This achievement is certainly the impact of a mature promotional strategy.

Previous research conducted by Alfian Putra Gaefi in 2019 with the title "Promotion Strategy for King Koil Products (PT.DAP) Through Instagram Social Media in Maintaining Brand Image (KingKoil_id) 2018" concluded that the strategy used to maintain brand image and obstacles that occur by using content, features as a means of attracting consumers, and the process of implementing the strategy by determining the target audience, creating an editorial plan and creating content with creative, informative messages. as well as two-way interaction with consumers, always responding, responding to their consumers well and positively in order to create active engagement according to objectives. As well as two-way interaction with consumers, always responding, responding to consumers well and positively in order to create active engagement in accordance with objectives. (Ganefi, 2019)

In contrast to previous studies, in this study, researchers want to describe online promotion strategies through Instagram to maintain the brand image with the object of research Jogja-Netpac Asian Film Festival, one of Indonesia's major film festivals.

2. Method

Based on the problem's background, the research type that researchers will use is descriptive-qualitative research. *Qualitative research* is a study that intends to understand the phenomenon of what is experienced by the research subject, for example, behavior, perception, motivation, action, and others, holistically and employing descriptions in the form of words and language in a particular natural context and by utilizing various natural methods. (Tohirin, 2012)

The data collection techniques used in this research are in-depth interviews and document utilization. The interviews conducted in this study were direct interviews to obtain detailed information about the Jogja-NETPAC Asian Film Festival's online promotional strategy through Instagram in maintaining brand image.

The criteria for the selected resource persons are (1) Internal parties, namely individuals who play an essential role in managing JAFF, especially in promotional activities starting from planning, implementation, and evaluation. (2) Supporting parties and individuals in the JAFF management. (3) External parties, JAFF visitors, and followers who have Instagram social media accounts.

3. Result and Discussion

A. Online Promotion Strategy

Along with technological developments and increasing needs, many new concepts have emerged, including marketing. Marketers who used to market their products through conventional media are now starting to use the Internet as a marketing medium. The Internet is a global network of vast and growing computer networks without centralized management or ownership. The Internet provides connections to information, entertainment, and communication anytime and anywhere. Companies use the Internet to build closer relationships with customers and business partners and to sell and distribute them more efficiently and effectively. (Kotler & Armstrong, 2008)

In designing a promotional strategy, JAFF uses data from research on visitors and data from previous event evaluations in taking the first step by determining the target audience. Individuals and groups who are the target audience of JAFF itself include filmmakers, film lovers, film communities, and the general public. The next step is to determine the visual identity, and this is done because every event JAFF always brings a new theme. It becomes quite essential to determine the visual identity. Designing a content strategy is also included in a series of promotional strategies by JAFF, with a good content strategy that can make the uploaded content exciting and informative.

B. Instagram as Online Promotion Media to Maintain Brand Image

Social media is currently a lifestyle for people to socialize with people connected to a specific community. This social media network is a new form of dialog between "consumer-to-consumer" and "business-to-consumer," which has significant implications for marketers. (Kotler & Armstrong, 2012)

Instagram, one of Indonesia's social media with the most users, has become an option for promotional media for most companies and individuals to introduce and sell their products, and JAFF is no exception. With many exciting features and easy access, Instagram is a promotional medium in addition to other social media. Since 2014, JAFF has been using Instagram to promote activities through exciting and informative posts. JAFF's Instagram account has 36.6 thousand followers and uploaded 1447 posts.

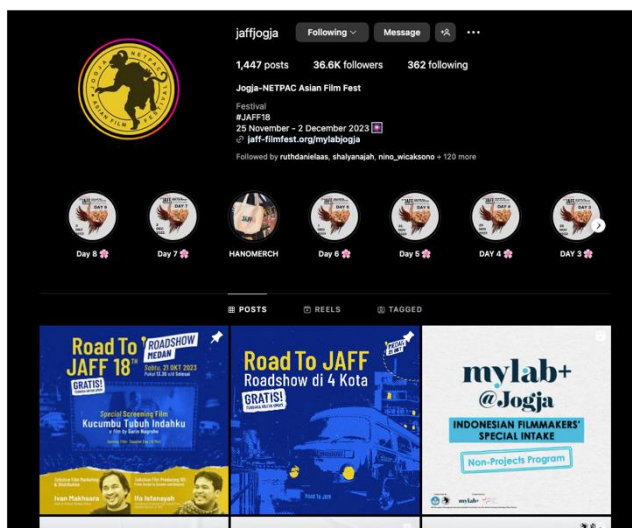


Fig. 1. JAFF Instagram Profile
(Source: <https://www.instagram.com/jaffjogja/>)

The promotion carried out by JAFF aims to provide information to potential audiences interested in visiting the activities held by JAFF. This goal is directly proportional to the brand image that JAFF has, which always gets much enthusiasm from its visitors. JAFF carried out the application to conduct promotional activities through Instagram by uploading interesting, clear, and informative content. As explained by Atmoko (Atmoko, 2012) in his book entitled Instagram Handbook explains several parts that must be filled in so that the uploaded content is more informative, including;

In uploading content on Instagram, not only is the content uploaded, but there is a caption. In terms of using captions on uploaded content, JAFF uses them to convey information clearly and uses two languages, Indonesian and English, considering that JAFF is an international event.

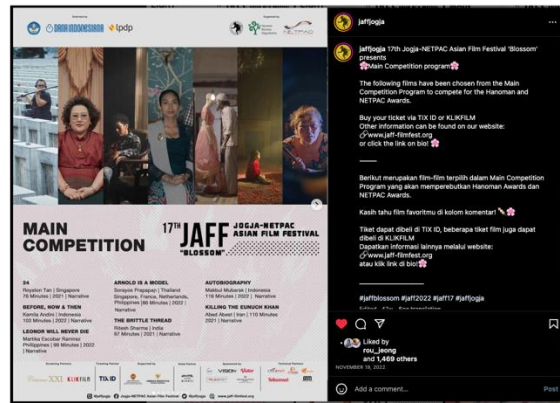


Fig. 2. Caption in JAFF Instagram
(Source: <https://www.instagram.com/jaffjogja/>)

In this comment feature, other Instagram users can comment on the post after the user uploads the post. Users can exchange information through this comment feature. With this feature, JAFF can interact with the audience because there is a two-way response with a good and positive response to create active engagement.

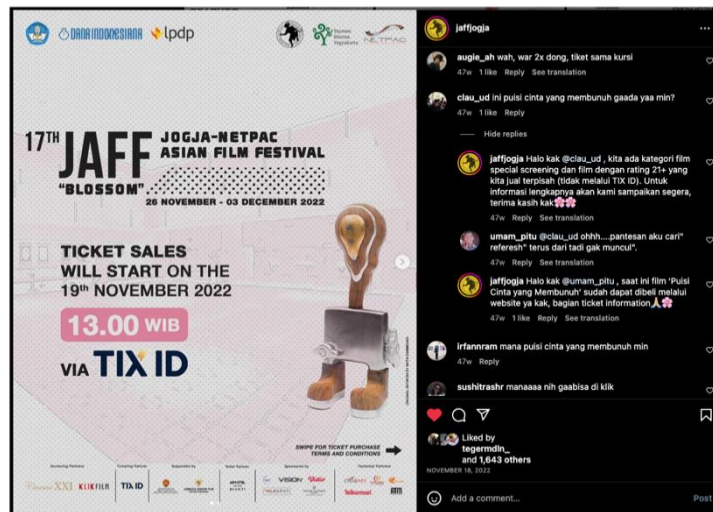


Fig. 3. Comment in JAFF Instagram
(Source: <https://www.instagram.com/jaffjogja/>)

This hashtag feature is used to visit the account site by other users. The search feature provided by Instagram consists of two types: users and hashtags. This feature can help users find what they want. In this hashtag feature, when someone searches using the hashtag (#), it will appear according to what we write using the hashtag, just like JAFF, which uses hashtags (#) in its posts.

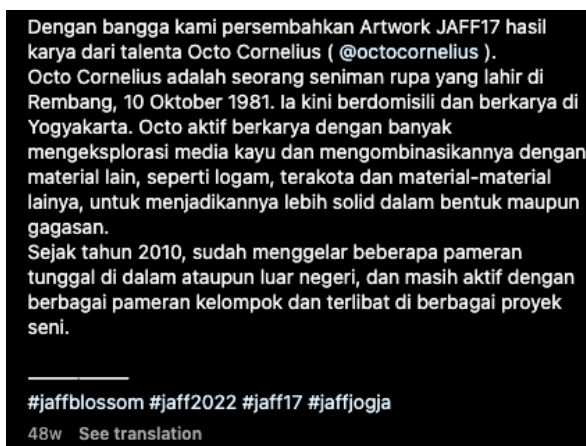


Fig. 3. Hastag in JAFF Instagram
(Source: <https://www.instagram.com/jaffjogja/>)

Other features used by JAFF in Promotional activities, such as Reels, are utilized to post content that has audio-visual output, story features, highlight features, and Instagram ads to add more coverage.

C. Evaluation

Evaluation is a step that must be taken to see the extent of the results of the strategy that has been carried out. With an evaluation, the results will be known whether or not the results of the promotional strategy are carried out. With this evaluation, the advantages or disadvantages of the results of the promotional strategy will be known, which can be used as a reference for the next promotional strategy. In the process, JAFF conducts an evaluation after each event, and there is a daily evaluation that is carried out after each activity when the series of events is still running and an overall evaluation after the entire event is completed. Evaluation of the promotion strategy through Instagram is carried out by collecting data obtained by viewing and reviewing content consistency, target achievement, and reviews from the audience. The evaluation from external parties who are JAFF visitors found the opinion that the uploaded content is quite interesting but still needs to be more varied in terms of visuals.

4. Conclusion

Based on the results of the research, the conclusions that can be found regarding the Jogja-NETPAC Asian Festival online promotion strategy through Instagram to maintain brand image can be that JAFF plans a promotional strategy through steps that need to be prepared such as conducting research to visitors, determining the target audience, designing a visual identity, and doing content planning. In its implementation, JAFF utilizes many features to support promotional activities. The result is that JAFF can bring in 16,000 audiences from promotions in 2022.

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