



Raysportindo's Instagram storytelling content production strategy in increasing sales in 2022

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ABSTRACT

Keywords

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Competition in the business world is a sure thing. Technological developments affect promotional activities, with the ease and facilities that continue to emerge, making competition among business people tighter. Each company is required to always be creative and adaptive in marketing their products. Instagram is one of the media used as a medium for promotion through visual content. Storytelling is a type of visual content that conveys messages through stories. Storytelling makes the relationship between companies and consumers will be closer. Raysportindo is a retail store providing sporting goods that uses Instagram @raysportindo to promote through visual storytelling content. This research was conducted to find out how to prepare Raysportindo's storytelling content production strategy through Instagram media. This type of research is descriptive qualitative. The data collection technique was conducted by interviewing three resource persons and documentation. Data collection techniques were conducted by interviewing three resource persons and documentation. The data analysis technique in this research will go through three stages: data reduction, data presentation, and conclusion drawing. The results of the study show that Raysportindo carried out several stages in developing a content production strategy: evaluating previous content by reviewing content that has been created through the Instagram Insight feature, such as reach, impressions, and engagement, and then determining the goals, continued by choosing the content mix or what social media to use to disseminate content and forming story ideas is carried out through the research process and brainstorming between creative teams. This series of strategy-making processes makes it easy for Raysportindo to produce storytelling content.

1. Introduction

The development of technology today brings many changes in people's lives, including in communication. In communication, the presence of the internet dissolves the boundaries of space to interact, thus providing many conveniences for people in conducting effective communication that can be done anywhere and anytime without having to do face-to-face. Social media is one example of the output of the internet. Media that initially only had a function to facilitate communication now has developed functions into a means of sharing all kinds of information. Social media is an online media where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Blog. Social media is a group of internet-based applications that build on the ideology and technology of Web 2.0 and enable the creation and exchange of user-generated content. (Kaplan & Haenlein, 2010). In the business world, social media is one of the channels that support communication in marketing merchandise quickly and profitably compared to selling directly to the market. (Untari & Fajariana, 2018).

Instagram is one type of social media in the form of photo and video-based applications. Users can perform the process of taking, editing and sharing with others, as well as interacting with fellow users through features. According to (Atmoko, 2012). Instagram, as a visual-based social media, has increased the need for visual content in photos and videos. Each company must present good visual content so that consumers can be attracted. In social media, the visualization process can cause perceptions for users who see it and will create a good or bad image depending on the characteristics of the image received. The more creative the visual design displayed, the more people want to visit the Instagram profile page. The content of the Instagram visual design can influence the audience's desire to follow an Instagram account. (Pramesty, 2021).

Raysportindo is one of the business companies that utilizes Instagram as a medium to disseminate information about the products sold to the public through an Instagram account with the name @raysportindo, which has 141 thousand followers. Raysportindo promotes using some features, including Instagram reels, Instagram stories, and posts on Instagram with various interesting content uploads. Apart from aiming to provide information about their products, Raysportindo also creates entertaining content that attracts potential customers to find out more about their profile. Not only limited to followers of Raysportindo's Instagram account, but the Instagram feature also allows companies to reach target consumers beyond followers through Instagram Ads. In the Instagram biography section, Raysportindo provides information about the store, such as tagline, store opening hours, and links containing a list of e-commerce links and Whatsapp Customer Service Raysportindo contacts that make it easier for consumers to purchase. Based on demographic data from the total number of @raysportindo followers, consisting of 94% men and 6% women, dominated by 25-34 years old with a percentage of 50%, followed by 18-24 years old with 31%, 35-44 years old with 11%, and the rest outside the age group.

In promoting through Instagram, Raysportindo creates content through photos and videos through the features provided, starting from reels, feeds, Instagram stories, and Instagram products. These contents are not limited to one type and theme, but Raysportindo makes their content varied by combining several types. Some contents are product photos, storytelling videos, product review videos, and event highlights. In uploading content, Raysportindo has a relatively high and consistent intensity of uploading, with an average number of uploads of 3-4 feeds content and 13-17 Instagram stories content in one day.

Storytelling is one type of content that is effective in conveying messages. Stories and storytelling can provide a more personalized approach as reminders and encouragement to generate energy and emotions. Storytelling makes the relationship and connection between the organization and consumers closer (Nossel, 2018). Stories and storytelling can provide a more personalized approach as reminders and encouragement to generate energy and emotion. In applying storytelling in its photo and video content, Raysportindo creates relevant content for consumers so that consumers feel the presence and emotional attraction to the brand.

During 2022, Indonesian people's interest in exercising has increased significantly, especially after the Covid-19 pandemic. When the pandemic was ongoing, people were required to maintain health and immunity as a form of prevention against the Covid-19 virus, so exercise became necessary, however, with a note that the sports carried out are not in physical contact with other people. After the pandemic ended, the trend to exercise did not necessarily decline, precisely with the end of the lockdown regulation from the government, making people able to return to sports that are collective and have many people, which were banned during the pandemic, such as futsal, soccer, and basketball.

Based on the results of research conducted by (Nugroho, 2022) on 128 students in Yogyakarta show that 82.9% of respondents have motivation to exercise for health and fitness, 67.5% of respondents exercise with equipment at home, 63.6% of respondents choose to exercise in a safe place, 60.4% of respondents keep their distance during exercise, and 80.5% of respondents exercise with moderate intensity. The data shows people's interest in exercising after the pandemic is relatively high.

With increased public interest and awareness of sports, the need for sports equipment will automatically increase. Based on the data above, researchers are interested in examining Raysportindo's content production strategy, especially in 2022. Previous research on digital storytelling conducted by Heru Wijayanto Aripardono focused on its application on Instagram media @socioperneurid, an organization engaged in social and crowdfunding. The study discusses using

the insight feature on the Instagram application as a tool to analyze the effects of uploaded digital storytelling content. In analyzing the data, researchers conducted an analysis based on Instagram insight data, namely interaction, impression, reach, and profile visits. Using communication using stories and storytelling can increase Instagram's reach, impression, and interaction. This research has concluded that from the perspective of organizations engaged in business and social innovation, closely related to relationships and individual interactions, stories and storytelling play a central role and have emotional power. Evoking ideas and emotions is important. Stories can help listeners and users put each experience into a single memory. Another study was conducted by Saudah, Ana Mariani, and Putri Agna Amalia, with the title "Digital Storytelling Home of Humans on Instagram". This research was conducted to discover the digital storytelling of Home of Humans on Instagram in terms of the four steps of public relations theory in increasing customer engagement (Saudah et al., 2022). Based on the background of the problem, the problem formulations in this study are: How is Raysportindo's Instagram storytelling content production strategy to increase sales in 2022?

2. Method

This research is included in qualitative descriptive research. Qualitative descriptive research only describes the data obtained in the form of images, words, and behavior, not poured in the form of numbers or numbers. However, this research is in the form of narratives with more meaning than numbers or frequencies. Qualitative research analyzes data through narrative descriptions (Zuriah, 2006). This research focuses on Raysportindo's storytelling content production strategy.

In this study, researchers used in-depth interviews to discover how Raysportindo's storytelling content production strategy through Instagram in increasing sales. Then, to determine the informants to be interviewed, researchers used purposive sampling techniques, namely sampling according to researchers' careful consideration based on the study's aims and objectives. The technique used in the following data collection is documentation, which is data collection in the form of documents that support and complement existing data so that the results obtained will be more credible. In this research, the documentation is done by looking at documents related to this research with relevant sources and based on facts in the field.

The data analysis technique used is qualitative. The researcher conducts data reduction, adjusting the data with a focus relevant to the research problem. The data obtained is reduced and then presented in writing and images to explain the research results and the conclusion in detail.

3. Result and Discussion

Humans and stories are inherent. Human life is filled with stories because it defines who people are. Different types of events, feelings, and places are some of the things that can be told. Research has confirmed that humans automatically construct story sequences to connect pieces of information. (Sarbin dalam Schneider, 2004). Storytelling means emotionally convincing or conveying values. Storytelling can also be interpreted as a story that is told narratively or displayed as symbols that have been interpreted (Erkas & Baron, 2007).

The use of storytelling aims to capitalize on the emotional appeal of consumers. By selecting appropriate and relevant stories, consumers will experience attraction through positive emotions such as humor, love, pride, and joy or through negative emotions such as fear, guilt, tension, shame, and sadness obtained when viewing the story being told. The story is often in the form of a problem that consumers often experience in their daily lives, then the brand's product as a solution to the problem, so that it triggers consumer interest in the products and services offered.

Raysportindo uses visual storytelling to convey persuasive messages through Instagram photos and video content. Raysportindo started using this storytelling content in 2022. Seeing the widespread use of Instagram as a promotional medium, Raysportindo creates innovation and variety in producing content. The form of storytelling content used by Raysportindo is mainly short videos with a story to tell the audience. The story is usually a daily problem encountered by the audience, especially in purchasing sports equipment products, so that the audience feels a connection. Before using storytelling, Raysportindo's Instagram content was more focused on product photos and delivering hard-selling messages.



Fig 1. Raysportindo's Instagram content in 2021

Based on the findings obtained from the interviews, Raysportindo conducted several stages in using storytelling, referring to the book *The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand*. (Walter & Gioglio, 2014).

1. Determining goals

Based on data analysis, researchers found that before developing a content production strategy, the first step taken by Raysportindo is to determine what goals it wants to achieve through Instagram content. Determining a clear goal makes it easier for Raysportindo to strategize and process content production. According to Walter & Gioglio, 2014, the forms of goals in visual storytelling include awareness and education, branding, competitive differentiation, corporate social responsibility, customer retention, fan and community growth, lead generation, loyalty, product launches, promotions, referral traffic, sales, and thought leadership. Based on the researcher's findings, Raysportindo's goal in using storytelling is to attract consumer attention to make purchases to increase sales. It is included in sales and promotions if associated with Walter & Gioglio's theory.

2. Analyze and review promotional activities.

This process aims to identify how the brand's current social media content strategy supports promotional objectives and identify what themes or types of content work best (Walter & Gioglio, 2014). The research findings show that Raysportindo conducts this stage through Instagram's insight feature, which contains the impression, reach, and interaction in each content upload. Through this feature, Raysportindo can find out the impact generated by the content in numbers, such as the number of impressions and accounts reached or how followers interact. So that it can be used as a reference by Raysportindo in reviewing Instagram storytelling content.

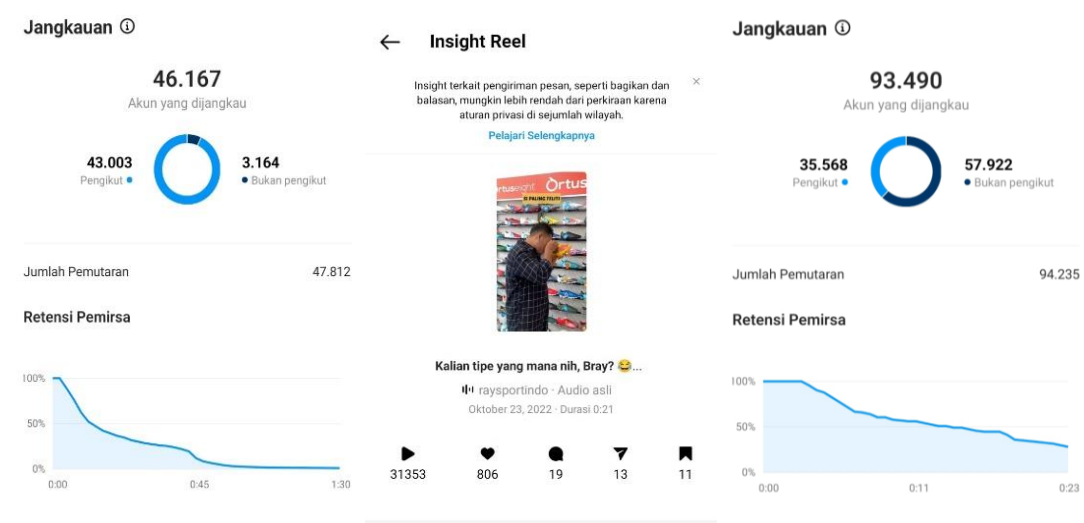


Fig 2. Raysportindo content insight view

The Instagram feature makes it easier to evaluate each content because it can find out in detail how the audience responds to the uploaded content. Based on Instagram Insight data, evaluation is conducted by discussions between the creative team. If there is storytelling content that gets a poor response from the audience, improvements will be made. If the content gets a good response and reaches many, the story idea can be continued or developed again. In addition to conducting proactive analysis, companies also need to listen to what customers say about the company online. Learn about common customer questions, overall sentiment, favorite social media platforms, and visual usage (Walter & Gioglio, 2014). Raysportindo also does this by receiving criticism and suggestions from consumers to be used as a consideration. Through this stage, Raysportindo can also determine the schedule and frequency of uploads by analyzing the target's habits in using social media through the most active times feature contained in the insight. The data shows when Raysportindo's followers are most active using Instagram. With this data, Raysportindo can determine the content upload schedule to reach many targets.

3. Shaping the visual story

The shape of stories in storytelling plays a vital role in whether or not the content promotion objectives will be achieved. The story is the content of the message conveyed to the target audience, so the messenger must form the story as effectively as possible to touch the emotional aspects of the target audience. Each content should have a clear theme and point of view, such as chapters or scenes, plus a takeaway message for the reader (Walter & Gioglio, 2014). Based on data analysis, it was found that Raysportindo uses the research method in shaping visual stories carried out by research, namely looking for references to other storytelling content, what is trending and viral on social media, then based on the research results obtained, the Raysportindo creative team brainstorms ideas through discussions between team members, so that a story idea is formed which is channeled in the form of scripts and storyboards as a reference for content production.

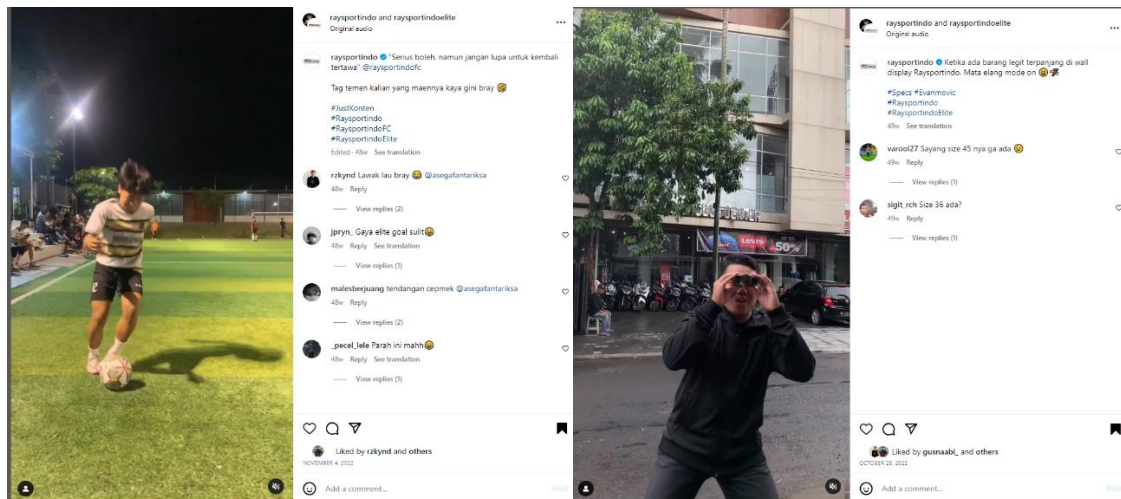


Fig 3. Raysportindo storytelling video content

4. Determining the content mix.

In visual storytelling, it is crucial to personalize the strategy and content mix by platform. There will be opportunities for content to overlap and be used across multiple platforms (Walter & Gioglio, 2014). Social media has many types with their features, advantages, and disadvantages. Consideration is needed in determining which social media to disseminate content to the target audience. Data analysis found that Raysportindo has several social media accounts promoting content: Instagram, YouTube, and TikTok. Raysportindo makes Instagram the primary social media to promote content because Instagram is a social media based on visual content, namely photos, and videos, with many complete features that make it easier to promote. In addition, Instagram has many users in Indonesia, thus increasing the possibility of reaching the target audience.

Raysportindo has an Instagram account with the username @raysportindo, 145 thousand followers, and over 4,000 uploads. On the Instagram profile bio display, Raysportindo displays information in taglines, store opening hours, and links containing further information about purchases.

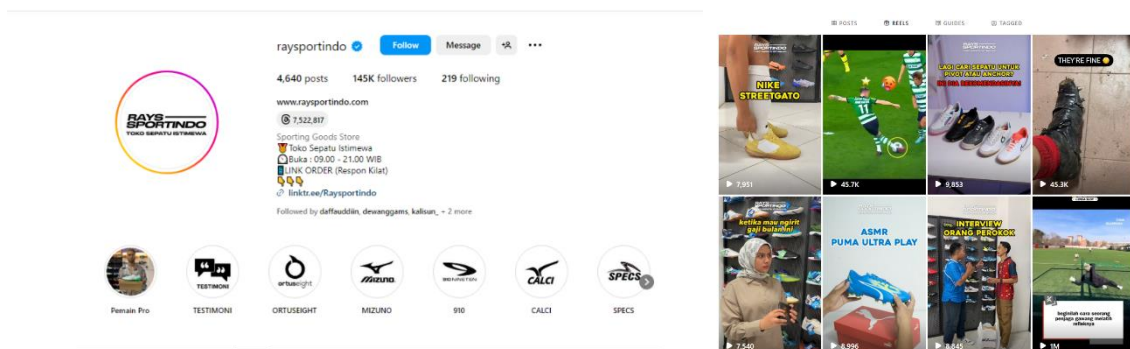


Fig 4. Raysportindo Instagram Profile

According to (Walter & Gioglio, 2014), in determining the content mix, it is also including:

a) Frequency of post

Frequency is the amount of content uploaded within a certain period. Every brand has different frequency needs, depending on the target audience and the goals they want to achieve. How often brands should post is challenging to generalize because it will be different for each content (Walter & Gioglio, 2014). Based on research findings, Raysportindo has guidelines about schedule and frequency in uploading content on social media. In a day, Raysportindo uploads four content feeds. The content is in the form of product information, reel videos, and Instagram stories. The storytelling content itself is uploaded about once a week.

b) Allocating content themes and media

In this stage, brands prioritize the themes and types of platforms used to deliver visual stories. In prioritizing, it is necessary to match what the brand wants customers to know about them with what customers want. Based on the data, Raysportindo determines several content themes to upload to Instagram. Apart from storytelling content, product photo content themes, product review videos, tips, and football player testimonials.

5. Create exciting visuals.

As a photo and video-based social media with millions of users, Instagram certainly makes much visual content shared and consumed by fellow users. Instagram can also inspire its users and can also increase creativity because Instagram has features that can make photos more beautiful, more artistic, and better (Atmoko, 2012). In the business world, companies compete to use Instagram as a promotion tool. So, attractive visuals become essential to get the audience's attention and differentiate from other visual content. Companies must think like a digital curators to develop a cohesive visual marketing strategy. When creating visuals, the key is personalizing content across platforms while maintaining a consistent feel and brand (Walter & Gioglio, 2014). Visuals have an essential role because these visuals become a tool to convey messages. When the visuals presented are not exciting or do not even illustrate the story, the story is not conveyed, so the purpose of storytelling cannot be achieved. Raysportindo applies high aesthetic standards in the storytelling content production process, including using cameras in photos and smartphones in videos with high-quality cameras as a tool for production, technical shooting with various angles, and then the editing process is carried out using supporting editing applications. Raysportindo strives for the visuals presented through the content to be of the best possible quality to support the message conveyed and technically sound.



Fig 5. Content production process

6. Distribution and engagement

In this stage, brands must understand that their content is a message in the communication process. They are communicators and followers as communicants. Like the communication process, there is a possibility of followers providing feedback through the comment feature or direct messages, so brands are required to be active by responding to feedback so that interactions arise that can make consumers feel close to the brand. In distributing uploads, it was found that Raysportindo uploads 1-2 videos of storytelling content per week. Before the content is uploaded, Raysportindo ensures that the video content has gone through the editing and correction stage so that the content is excellent when uploaded. Before uploading, the creative team also prepares caption text to add information and call to action. Meanwhile, in maintaining interaction between followers and the brand, Raysportindo is committed to replying to every follower's comment in each post and messages sent via direct

message because they want to provide as much detailed information as possible and foster closeness to followers through two-way interaction.

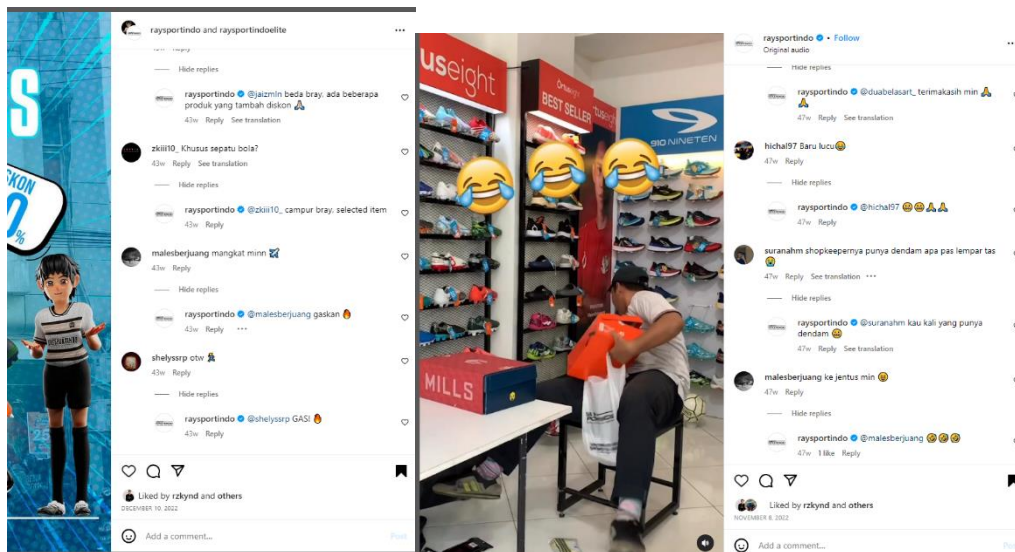


Fig 6. Interaction between Raysportindo and followers through the comment section

7. Measurement of results

Measurement will play an ongoing role in the lifecycle of visual storytelling programs (Walter & Gioglio, 2014). Each storytelling content that has been uploaded yields results in the form of insights that show how the content works, including several other data:

Reach, or the number of accounts reached is the number of user accounts successfully reached from the content. User accounts can be followers, which are accounts that have followed the Raysportindo account and are not followers. Content can reach Instagram users who are not followers through Instagram's calculation system, known as an algorithm. This system works to estimate the same thing to decide whether users will see a video.

Impression, or the number of impressions, is how much the content is viewed. One user account can make more than one impression.

Engagement or interaction. This data shows the number of user interactions, including likes, comments, shares, and saved.

Based on the research findings, Raysportindo utilizes the data in the insight feature above to conduct evaluations in the form of discussions, considering which content gets a good response and which gets less attention from the audience, used as a reference to strategize in producing content in the future. This study's findings differ from research conducted by (Saudah et al., 2022) which explains that in the digital storytelling content planning process, Home of Humans implements the RPIE process (Research, Planning, Implementation, and Evaluation). Meanwhile, the findings in this study align with research conducted by (Aripadono, 2020) which explains that the use of communication using stories and storytelling can increase the number of reach, impressions, and interactions for Instagram. Organizations or brands must be able to take advantage of social media and storytelling to provide a wedge that is in line with the motivation and goals that the organization wants to convey to its users.

4. Conclusion

Raysportindo uses a visual storytelling strategy as the content of Instagram because it can affect the emotional factor of the target audience. In producing content, Raysportindo makes several strategies so that the content produced can achieve the goals it wants to achieve. Based on the research findings to answer the research question, Raysportindo uses several stages as a storytelling content production strategy:

Determining goals, is determining the objectives by knowing the precise objectives of content production and determining the content mix, namely selecting what type of social media will be used to share content

Analyze and review promotional activities. This stage is carried out to determine which types of content or story ideas have received a good response or vice versa so that they become references for Raysportindo in developing future strategies.

Shaping the visual story, done through research, brainstorming, and team discussions referring to the previous two stages, coupled with references from the research process. The idea that has been formed is converted into a script and storyline as a guide for production.

Determining the content mix, done by determine the frequency of posts, and allocate themes to each medium.

Distribution and engagement by uploading content to Instagram, monitoring feedback from followers, either in the form of comments or direct messages, and conducting interactions.

Measurement of results. Each storytelling content that has been uploaded yields results in the form of insights that show how the content works, including several other data: reach, impression, and engagement or interaction.

A series of content production strategy processes are carried out by Raysportindo so that the message to be conveyed to the target can be appropriately conveyed, both in content and visual quality. The utilization of Instagram in the business field as a media containing photo and video content significantly influences brands in promoting products and conveying messages to the public. As a photo and video-based social media, Instagram facilitates brands in influencing consumers through visual power. Through messages delivered in photo and video content, it is possible to create awareness and interest in products that encourage consumers to purchase. Instagram features such as comments and direct messages also allow a two-way communication process between followers and brands, creating an emotional closeness important in maintaining consumer loyalty. The insight feature also helps brands monitor each content upload, some of the many reach, or how the feedback from followers can be known through this feature, making it easier for brands to evaluate. Storytelling content itself has a role in influencing consumers' emotional factors, generating ideas and emotions. Through messages and stories conveyed in content, consumers feel the closeness and relevance between messages and experiences or feelings, so emotional attraction arises. Based on the research that has been conducted, the researcher suggests that future research should be able to use the followers' point of view in examining storytelling content, how they receive messages, and how effectively the story is conveyed.

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