



# Lovo Studio's promotion strategy through social media in a disruptive era

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## ABSTRACT

### Keywords

Disruptive Era  
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Many business people who run their businesses use promotional strategies through digital media, this is done because of the era of disruption, so that business people adjust so that their business can develop. Lovo Studio is a business in the field of photo studio services that provide photo studios and photography services, to attract consumers. The way used promotion through social media is by using interesting content. This research aims to find out how the promotion run by Lovo Studio on social media. The study used a qualitative approach, data collected through interviews, supporting documents. The focus of this research is on creating promotional content on Lovo Studio's social media and the validity of the data using triangulation. This research shows that Lovo Studio does promotional planning on social media and also implements what has been prepared, but not to the evaluation stage of creating promotional content. Promotional content on Lovo Studio's social media is packaged attractively uploaded on Instagram and Tiktok social media that can influence consumer decisions, future suggestions Lovo Studio needs to add more social media for promotion, run evaluation stages and also add a team to focus on the promotion part.

## 1. Introduction

In today's era, communication and information technology is developing very rapidly, where internet media is very fast developing and has a very significant impact and influence for every country in the world (Setiawan, 2018). Likewise, the Indonesian state based on the Indonesian Internet Service Providers Association (APJII) said that internet users in Indonesia have reached 215.63 million people in the 2022-2023 period, it has increased by 2.67% compared to the previous period (Finaka, 2023). As for social media users in Indonesia, it will reach 167 million people in 2023, which is equivalent to 63% of the domestic population (Widi, 2023). Many kinds of social media are used and various purposes for using them. Some use social media as a medium for entertainment, there are also those who use social media as a medium for doing business (Puspitarini & Nuraeni, 2019). With that, of course, many social media users are used as business tools. Before the existence of digital media and social media, business was run conventionally where the market was run face-to-face by sellers and buyers (Maulana, 2018). With the development of technology, conventional markets began to decrease and move in the digital market, resulting in the formation of a newer business order and system (Swart & Donno, 1981). This major change that occurs is called the disruptive era. This is reinforced by the opinion of expert Clayton Christense who states that Disruptive replaces old markets, industries, and technologies, and produces something new that is more efficient and comprehensive, it is destructive and creative (Rhenald, 2018).

In accordance with the government law related to the creative economy in 2009 that Indonesia has established a creative economy to develop economic businesses, the development of the creative economy can support the country's economy (Humaniora, 2017). The era of disruption is an era where many changes occur. Disruption has the potential to replace old players with new ones (Fero

et al., 2020). Disruption replaces old, all-physical technology with digital technology that produces something completely new and more efficient, also more useful. People who have their own businesses are competing through mass media, especially in content creation to promote their efforts as attractive as possible so that more and more people at large recognize them (Green et al., 2020). Creativity is indispensable in content creation. Usually, every business industry market has a dedicated team in the field of content creation or social media. However, not infrequently also entrepreneurs who start their own businesses so they do not have a special team in content creation and marketing (Nuzhatussholehah & Jamiati, 2022).

In order for the Indonesian economy to increase, the creative economy needs to be developed, people can run businesses (Habib, 2021). Doing business can be run by the people of Indonesia using social media that is easy to use as a transaction medium and introduce services or products (Sholeh et al., 2020). It is no longer common if social media has now been used as a promotional tool in doing business because everyone in Indonesia uses social media (Purbohastuti, 2017). Social media as a marketing tool is certainly related to marketing communication (Puspitarini & Nuraeni, 2019). Increased use of social media is used as a promotional medium by business people to support better marketing. Business actors will promote their products or services to be introduced to potential customers (Nurimani, 2022). Service business people use social media to introduce their business, since the digital era of business in the service sector continues to increase (Fantini et al., 2021). The creative economy subsector in photography services is growing rapidly, young people, families, and other groups are certainly interested in capturing the moment (Sanjaya et al., 2020). As is the case with photo services at Lovo Studio which are able to survive their business by means of promotions and ways to provide offers such as photo package discounts (Irhamni & Arifin, 2021). Currently, there are many kinds of businesses in the field of photo studio services, especially in Yogyakarta, every photography business actor is certainly competing to attract potential customers, with various offers provided through promotional media (Qinyu & Zhuang, 2023).

Lovo Studio is one of the businesses engaged in photo studio services in the Yogyakarta area. In the tight market competition in studio photo services, Lovo Studio continues to run its business and innovate to read the opportunities that exist. The promotion run by Lovo Studio is to create brand awareness, and rely on social media (Qorin Munandiyal & Fajar Junaedi, 2022). The promotion carried out is certainly through the stage of planning and does not just run just like that. Creating audio or visual content can support business through creative ideas (Hariati, 2017). To run their business, the actions that need to be taken by business actors are to determine strategies, one of which is a strategy in promoting (Fred, 2022). With a measurable strategy, of course, the business will run, in accordance with its achievements. Of course, this achievement is through planning, implementation, and evaluation (Kotler & Hermawan, 2011).

To be able to maintain the business being run, Lovo Studio introduces services and offers photo packages by creating interesting content uploaded on Instagram and TikTok social media in the form of content that is disseminated consistently to the community. Content marketing is an action that needs to be prepared, through content creation so that the message conveyed can influence and have value in the eyes of potential customers (Salim et al., 2022). Content itself is a promotional tool on digital media that can determine the success of the business and can influence people to visit (Tresnawati & Prasetyo, 2018). That way promotion on social media is a marketing communication activity to disseminate information about a company (Lukito & Fahmi, 2020). As said by (Fred, 2022) In an effort to formulate, implement, evaluate, just like in creating content in television media which includes the pre-production, producing to post-production stages, it is done so that the content is really interesting and perfect for the public to watch (Andi Fachrudin, 2015). This research will later be conducted to see how social media content created by Lovo Studio as a promotion of its services, and researchers will later describe how Lovo Studio creates content for promotion so that the public is interested.

## 2. Method

This research uses a qualitative approach that will be described descriptively. Qualitative is a way of research to examine more deeply a situation, and also researchers as a key instrument in research, techniques for the validity of data using triangulation techniques for inductive analysis

(Sugiyono & Lestari, 2021). Descriptive research is research that interprets the data findings, not to describe the message or text in detail. (Sugiyono, 2008). Using descriptive methods means analyzing data that has been collected either in words, images or even numbers (Moleong, 2022). Data can be through field events, field notes, documents, memos, photos, and videos.

The sample in this study certainly uses purposive sampling, which means that the selection of subjects has been considered by the researcher, and the research subjects themselves have the power or authority to provide information to the researcher, so the subject is determined by the researcher (Yusuf, 2016). The subjects in this study are on the creation of promotional content for Lovo Studio, interviews with owners, who are engaged in photo studio services, so that the primary data source in this study is purposive interview techniques on the part of marketing content creators, and besides that, of course, this research requires secondary data which includes social media information used by Lovo Studio, namely Instagram, TikTok. This research will get data findings that will be analyzed qualitatively collected and grouped, after that it will be analyzed in accordance with the frame of mind to be able to present a clear picture related to the research phenomenon, said by Miles and Huberman that the quality data analysis itself is the way used is interactive and the way through reduction, display and draw conclusions (Kunandar, 2017).

### 3. Result and Discussion

Lovo Studio is a business engaged in photo services, located in the Yogyakarta area, especially in Sleman Regency. Which is a lot of business people in the field of photo studios in the Yogyakarta region and one of them is Lovo Studio. Lovo Studio has services in its field, which serve shooting, video making, both in the studio and outside the studio, but more impressed in the photo studio. From the business run, of course, creativity is needed in creating promotional content in social media, besides that the target market must be adjusted to the content. The need for a strategy in content creation so that consumers can be interested, to increase interest in information notified by the company, with this disruptive era the creation of media content is very necessary among business people (Iswanto et al., 2023). Lovo Studio has relied on digital marketing, for that the internet is very necessary in relation to the promotion of its services. The internet has become a marketing medium, which cannot be dismissed, even business people today have been competing to attract consumer interest through social media, so that way social media becomes a media that is *prima dondon* by business people (Achmad et al., 2020).

Marketing is one of the knives to run a business, where the level of business success is determined by how marketing must be run well. Marketing communication related to promotion, carried out to provide information, persuade, remind consumers regarding the products or services offered (Armstrong, 2008). Marketing communication can be said to be a promotional effort, which according to Kotler (Isroisholikhah, 2022) Promotion related to marketing communication in digital media has advantages for business people, because it can convey information related to products or services, with social media of course it can also reach a wider market, quickly and efficiently.

Digital marketing has been relied upon by many business people because of its sophistication, namely promotion using online media, promotion in digital media is faster for consumers to get information compared to traditional media if promotion through digital is more emphasized in the results obtained (Samodra et al., 2019). In order for promotion in social media to run well, of course Lovo Studio needs creativity in creating content in order to attract potential customers, researchers want to discuss through the stages of content creation strategies in the context of promoting Lovo Studio as stated by (Fred, 2022). Which strategy can be done starting from planning, implementation and evaluation.

#### A. Stages Of Formulation

In the stage of creating content for the first time, namely formulating how promotional content will be created to bind buyers, it can be said that it is an activity of creating or pre-producing promotional content. Promotional content will be good if the formulation is also done well. Formulating a strategy or the first stage in planning is the most necessary thing to do, from planning that many people do not understand or even know it, from the organizers themselves, but the planning stage itself is needed in a content on the media (Putri & Mormes, 2016). In designing a

promotional strategy in business, it is necessary to determine the goals and target market to be targeted, to match what is desired and run the business, (Yunita & Handayani, 2018).

In the formulation stage for the promotion of the photo studio business, people who work as photo shoots and also as content creators, said the purpose of promotion is to introduce and provide information to the public, it is also said that the formulation made using social media, the form of content made videos and photos, the stages in formulating are also inseparable from property, creative design ideas. At the formulation stage itself, it has been determined who the target market is aimed at, so that in making promotional content adjusted. Lovo Studio's target market itself ranges from teenagers to adults, because a lot of teenagers to adults have used social media as the main tool to find information. In determining the target market, it needs to be done so that business goals run optimally.

Lovo Studio uses two social media as business promotion tools including Instagram and Tiktok. The media was chosen because it is very popular and identical to many users, Tik Tok and Instagram social media display photos and videos, so that in running promotions through both media it can be clearly. Tiktok is one of the social media platforms that provides the possibility for users to share all kinds of things through short-duration music videos. Now the Tik Tok application is widely used as a medium to introduce products or services for business people, especially those who have a target market among teenagers to adults. Like Lovo Studio which has a target market for young people, so the selection of Tiktok social media is very suitable as a means of promoting its business.

By following developments on social media, Lovo Studio continues to upload interesting content by following emerging trends. One of the tips that is always applied is to continue to follow developments and use popular music that is going viral. In addition to Tiktok, Lovo Studio also always uploads photos on Instagram social media. Instagram is one of the social media that is loved by many people with various circles. Instagram is a platform for sharing photos and videos. Lovo Studio focuses on uploading photos of his work through Instagram. Instagram is also a social media to promote photo services, especially by uploading stories every day consistently.

However, Lovo Studio does not yet have a special marketing team to promote its business. It's just that Lovo Studio in carrying out its promotions through the initiative of working people, does not run timings or timing in promoting or uploading the content created. Even though it does not yet have a promotion team, the content created is suitable for promotion to provide information to potential customers. From the results of the study, that Lovo studio in creating content does not have a special team in running promotions, but is run with time to go, but the promotional content created is planned through content that will be made both photos or videos, as well as who the intended target market is, in the end the content created for it is run as a promotional tool on social media.

What Lovo Studio runs is not in line with research (Nandaryani et al., 2021), Which in creating content as a promotional tool, the design must be mature, and a special team is needed to design. Because the formulation in the framework of marketing communications is very important and the most causal thing. In formulating business promotion goals, a good plan is needed to review content creation, target market, market analysis, content analysis to be more mature in developing a strategy plan related to marketing promotion. Because promotional content can influence potential customers, this study also examines whether promotional content on Lovo Studio's social media can compete in other business content.

## **B. Implementation Phase**

The implementation stage of the Lovo Studio business owner is to carry out promotional designs on social media with a target market of teenagers to adults, in addition to uploading photo and video content as a tool to attract consumers. The social media used are Instagram and Tik Tok because these social media have a lot of users and are suitable as business promotion tools.

After formulating a strategy, of course, Lovo Studio immediately runs content creation because it is related to promotion to influence consumers. Content created does not use cost, but requires creativity. The content created is tailored to the viral content in each social media. Lovo Studio is consistent in running its promotions. It is routinely carried out almost every day because there is no formulation of timings in uploading content. Although it is not planned to upload content on social

media, Lovo Studio in uploading promotional content is often done at noon around 12 o'clock. 30 at the time when people break work, and in the afternoon it is around 18:00 when people have been at home no longer working. In the implementation stage of the formulation that has been made, Lovo Studio has uploaded or posted content that is used as a sales promotion, in making the content provide information, educational, entertaining and persuasive. Below will be presented informative content carried out by Lovo Studio in carrying out its promotional activities, in advertising, of course, it is necessary to make prospective customers aware of the products or services that have been offered (Jecky & Erdiansyah, 2021).



Fig 1. Lovo Studio's informative promotional content

This stage is used to provide information to the community related to the services offered by Lovo Studio, it is a concern by potential customers, where the content contains unique information or programs. As for other content that shows entertainment videos on Lovo Studio's TikTok social media as follows.



Fig 2. TikTok Lovo Studio social media entertainment content

Lovo Studio also shows entertaining content to attract potential customers, it makes its own attraction for Lovo Studio where promotional content in digital media is not only limited to information but also entertainment content is needed to reflect.



**Fig 3.** Consistent promotion of Lovo Studio Social Media Instagram

The need for consistency so that potential customers or people know the available information, and then can decide on purchases by creating promotional content on social media is certainly more opportunities so that the products or services offered sell well (Sulistio, 2021).

Promoting a product or service is not an easy thing. The need for consistency, especially regarding the creation of content on social media to attract customers. Consistency is an attitude or behavior that shows firmness, stability, or uniformity in doing something and is an attitude of focus on a certain field so that it will not move to another field before the foundation in the first field is really solid.

Lovo Studio is always consistent in uploading content on social media to attract consumers and so that its services are better known by the wider community, especially the Yogyakarta area. With entertainment content on TikTok and showing the quality of its photo services on Instagram, don't forget Lovo Studio has its own way to attract consumers with promos or discounts using more sloping prices. In addition, Lovo Studio also holds photo packages that if taken then consumers can get cheaper prices. Usually, photo package promos and discounts are intended for students or students in Yogyakarta.

That way, through the promos that are always offered, Lovo Studio can now be known further, especially among young people or students, especially in the Yogyakarta area. But at certain times also Lovo Studio always holds special promos for all the wider community, especially on some special dates such as the Independence Day of the Republic of Indonesia.

Implementation in promoting on social media needs to be carried out so that the business runs smoothly, because promotion is a very intense marketing communication with the success of the business being run, the influence of promotion is very large in doing business (Winarni & Mahsun, 2021).

### **C. Evaluation Stages**

The evaluation stage is carried out to evaluate promotional content in media that has been created and published whether it can have a significant influence or not, and it is seen in terms of customers whether there is a change in behavior for termination of purchases or visiting Lovo Studio.

Evaluation needs to be done in running promotions in order to carry out a better future strategy. So that the business does not go out of business, the evaluation of what has been run by business people is always put forward (Sofia et al., 2020). For excellence in creating social media content as a promotion, of course, the superiority of the public quickly recognizes it and the information provided can be captured properly, Lovo Studio content not only provides information but also

provides entertainment content for reflection and also provides quality photo service content shown in its Instagram feed.

One of the entertainment content on Lovo Studio's social media is by sharing its routine activities in serving consumers. This is one of the entertainment content as well as the promotion of his studio photo services. Especially about content that shows the results of studio photos before and after editing. There is a lot of consumer interest about the content. This is evidenced by the number of views. Lovo Studio itself has several shortcomings to run promotions in social media, of course the content created is not very good but it is feasible because the creation of content is made as much as possible in order to attract potential customers. Furthermore, the drawback is the absence of a dedicated content promotion team, so that in running promotions on social media does not measure the analysis of other content or other efforts.

The Promotion Team is very important for a company because promotion is one of the marketing strategies in doing business. Because through the promotion team, a company can focus on their respective fields. Promotion can build a brand that has a positive image. The greater the sales, the greater the profit achieved by the company. Therefore, a promotion team is needed in running a business. However, Lovo Studio believes that the promotion that has been run through social media has a very significant influence, which since promoting through both Instagram and Tiktok social media, many visitors have come to the photo studio or use photo services. Lovo Studio does not evaluate content that has been run as a promotional tool, in running promotions, of course, it needs evaluation because the uploaded content does not necessarily mean consumers like it. With that, of course, Lovo Studio in running its promotions only runs according to the flow of flow, which can make the business not develop. However, it can be known that the promotions that have been run by Lovo Studio can provide achievements to date, where the content on social media can provide awareness of potential customers and can develop its business.

#### 4. Conclusion

Lovo Studio is a business engaged in photo studio services, to run its promotions using interesting content and using social media. By running promotions through Instagram and Tiktok media content, making potential consumers aware of the existence of studio photos, and visiting consumers can become customers because the product results provided are in accordance with what is in social media content. For researchers' suggestions, Lovo Studio needs to create more interesting content so that consumers increase by analyzing other business content related to sales. Furthermore, it is necessary to add a promotion team in creating content so that it can focus on running its marketing communications. Lovo Studio also needs to add social media as a promotional tool as well as Youtube, Facebook, Twitter and others, so that it is quickly known to the wider community. Lovo Studio has run promotions well but has not been the best, there are still many shortcomings in promoting on social media, besides that there are stages of evaluation that are not carried out by Lovo Studio so that it can make its business less developed. Because in the evaluation stage, there will be changes in new promotional strategies or new content to attract consumers.

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