

CHAPTER 4

DATA ANALYSIS

In this chapter, the author has compiled pertinent data from interviews to acquire a social media marketing promotion strategy through Instagram hashtags. In order to support the research, these two individuals answered a total of ten open-ended questions.

Before conducting this study, researchers were under the impression that all that was necessary to implement a marketing strategy via Instagram successfully was a significant number of followers. This is because most accounts that already have a large number of followers also have a high level of engagement with their audience. On the other hand, according to the responses provided by respondents, the number of followers one has is not the most important factor in the world of social media marketing to get good engagement.

Therefore, this chapter begins with a discussion of Loukals' Instagram characteristics and background, followed by the social media marketing implementation based on Chaffey's theory (2015). However, the researcher will divide the discussion into two types to answer two research questions. This division is based on "What are Loukals Donut Store's product promotion strategies through Instagram?"

4.1 The Implementation of Loukals_ Donut Store's Product Promotion Strategy through Instagram.

According to the interview that has been conducted, Loukals_ have three main promotional strategies. The strategies are giving discounts by distributing coupons, Paid Promote, and online food fairs.

4.1.1 Giving Discount Coupons

The owner of Loukals stated that this donut store was often giving away discounts by using coupons. The owner believed that having this kind of promotional strategy could boost the interest of people wanting to try out their products. The discounts given to the public were also varied. The value of the coupons is based on events. For example, on Indonesian Independence Day, Loukals sends out coupons valued at 17% off for each purchase. Along with that, the owner also stated that sometimes Loukals also sends out coupons based on the customers' buying behaviour. For instance, if a particular customer bought two items, Loukals would give one item for free (buy two, get one). The statements are said by the owner in the interview:

“Misalnya promo kemerdekaan ya. Potongannya 17% buat semua produk, atau promo beli 2 gratis 1 begitu”. [“For example the Independence Day promotion. The discount was 17% for all products, or buy 2 get 1 free promotion.”] (an interview with Loukals_’ owner on 10th November 2022).

In addition to the coupon's promotional strategy, the store sometimes sends out coupons for a compensation program if the customer's order is incorrect or if the product sent is defective. In this case, coupons can also be used as compensation for problems that customers experience, especially when customers do not get products or services that match their orders or when other constraints happen. This is a form of apology and offers a solution, as well as providing compensation to reduce customer disappointment. This is stated in the interview with the owner of Loukals:

“Kadang kalau ada customer yang produknya rusak, kita juga memberikan kompensasi berupa voucher ini. Tujuannya ngasih voucher buat defect product itu juga untuk memberikan sebuah after service yang baik buat customer dan meninggalkan kesan yang baik untuk mereka” [“Whenever there is customer with defect product, we give them voucher as compensation. The purpose of giving them voucher when they received defective product is also to give good after service to the customer and to leave a good impression to them.”] (an interview with Loukals_’ owner on 10th November 2022).

That way, the customer's view of Loukals will remain positive because the services provided have been optimal.

4.1.2 Paid Promotion through Instagram Influencers

Loukals also uses paid-promote as its marketing strategy. Louklas specifically do a paid-promote through several influencers on Instagram. Through these influencers,

Loukals also gives several coupons that can be claimed by the customers. This can be seen in figure 4.4 below:

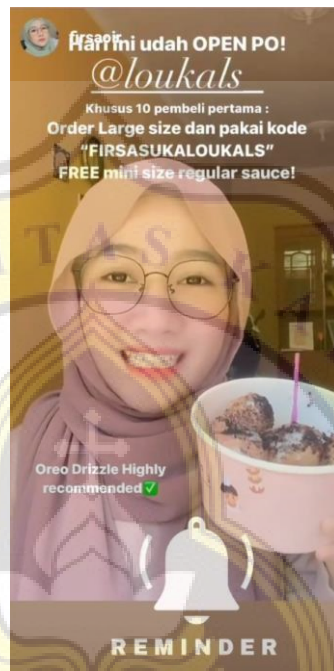


Figure 4.4. *The Promotional Strategy of Loukals_ by Using Influencer @Firsaoir to send out coupons by @Loukals_ 2021, shorturl.at/oqR14*

Paid-promote is done to increase public awareness, the owner stated that brand awareness is very important for any type of business. This can affect consumers buying products or services for the first time. In addition, brand awareness can also encourage consumers to make more purchases. Brand awareness is commonly used as a measure of the performance of a brand. The owner noted that the best way to do the paid

promotion is to work together with influencers or university students, as stated in the interview:

“Sejauh ini paid promote anak-anak kuliah sih. Terus pernah dua kali dengan influencer dari Semarang.” [“So far paid-promote was done by the university students and twice using influencers from Semarang City”] (an interview with Loukals_’ owner on 10th November 2022).

Loukals usually uses this type of promotion by paying influencers or university students to promote their products. They will also send out their product as a public relations package to the influencers, so they could try to taste the donuts from Loukals. For example, one of the influencers they have worked with is @CindyKcindy. Loukals sent some of their products to @Cindykcindy, she created a promotional video while eating Loukals donuts. As well as @Cindykcindy, Loukals has also partnered with Firsaoir. @Firsaoir made a video while eating the donuts from Loukals. She also reviewed the taste and the uniqueness of the donuts.

4.1.3 Loukals_ Virtual Exhibition

Then, the last promotional strategy was joining the online food fair. According to the owner's response, they only attended this type of event once. The owner stated that they would like to join another food fair since the first one they joined was the online one. The owner stated that by joining this kind of event, they will boost their image,

visibility, and target market. Also, joining a food fair like this can affect consumers' interest in buying products for the first time.

“Lagian kalau ikut live kan orang dari tempat luar Semarang juga bisa tahu tentang Loukals.” [“If they watch live video, people from outside Semarang can also be aware of Loukals”] (an interview with Loukals_’ Social Media Marketing on 13th November 2022)

Brand awareness can also encourage consumers to repurchase because brand awareness is commonly used as a measure of the performance of a brand. The owner stated that after attending this event, there are several new followers that make orders as well.

All three of these main promotional strategies were done in accordance with the management team. The management team will unify and strengthen the team in the company to carry out its performance. This is included in the manager's duties that must be fulfilled. Managers' activeness and performance are also highly anticipated in managing effective team performance.

4.2 The Advantages of Using Instagram as a Medium to Promote a Product.

Marketing strategy is a company's plan to introduce the widest possible brand in order to achieve target customers and sales. Many things must be considered in choosing a marketing strategy. Along with that, in accordance with Loukals_ marketing

strategies, the researchers have compiled all of the answers from the management team. In this part, the writer has prepared the marketing strategies from the strategies that are highly effective to the least effective.

4.2.1 Giving Discount Coupons

In this marketing strategy, giving away discount coupons held the highest effectiveness of Loukals_ marketing strategies. Both the owner and the marketing team stated that giving away discount coupons can attract more people to try out Loukals_ products.

“Kalau dari percobaan berkali kali selama satu tahun ini, aku sih mikirnya diskon kupon itu yang paling efektif. Soalnya kadang kalau kita kasi promo, pasti ada yang order atau at least tanya- tanya” [“From countless experiments for a year, I think that the discount coupons are the most effective. It is because when we give away the discount coupon promotion, there will be people who order or simply ask about the products”] (an interview with Loukals_’ Social Media Marketing on 13th November 2022).

Therefore, giving away vouchers or coupons to customers can be a useful tool for boosting sales. In order to maximize business income, discount cards or coupons can be used as vouchers when shopping. This is unquestionably very profitable for consumers. Customers who meet certain requirements typically receive vouchers from online retailers. For instance, a particular order was successfully completed with a

given quantity of purchases. Additionally, vouchers may be issued for specific occasions, such as a client's birthday or enrolment in a loyalty program. Customers frequently send gift vouchers to their loved ones and use them for their personal needs. Vouchers can have an impact on shopping decisions. According to Chaffey, 46% of consumers claim they will alter their purchase strategy, and an estimated 60% are more inclined to try a new product due to the coupon.

4.2.2 Paid Promotio through Instagram Influencers

From the information given by the interviewee, it is clear that Loukals has maintained a working relationship with university students and social media influencers based in the city of Semarang through sponsored promotions. The first respondent mentioned that they frequently participate in sponsored promotions, and the second respondent provided supporting evidence for this contention. However, paid promotion through Instagram influencers was only done twice so far, while the rest is promoted by university friends. The university friends are the acquaintances of Loukals' owner, in which the owner gives them free products to be promoted later on their social media. The social media marketer, in the interview, claims that taking advantage of university friends as part of the promotion so that there is not much should be paid to them. Moreover, their friends have the opportunity to be aware of this product as well:

“Kalau itu kan kita biasanya sudah kenal ya, jadi biayanya nggak banyak. Kita beri produk kita buat tester mereka. Nah mereka nanti promosiin di Instagram mereka, supaya teman-teman mereka juga tahu tentang Loukals” [“We have known each other so the fee paid is not that much. We usually give a tester and then they promote the product through their Instagram, so that their friends are aware about Loukals”] (an interview with Loukals_’ Social Media Marketing on 13th November 2022)

The management team also stated that paid promotion through influencers and university students helped Loukals_ to get more customers. By doing this type of marketing, Loukals_ could also boost brand awareness among more people especially those in the same group of segmentation. Thus, the brand's attractiveness and public awareness level are directly correlated to the level of engagement that is achieved as a direct result of a brand's endorsement. Whenever public members came across that famous person in any setting, they could think about the product being advertised to them.

4.2.3 Loukals_ Virtual Exhibition

Two respondents discussed their experiences participating in a virtual exhibition in the form of a virtual food fair. The second respondent to this activity shared their opinion that participating in a virtual exhibition was extremely beneficial to them. The raise of brand awareness shows that Loukals was able to successfully grow as they

participate in this event. The social media marketing team also claimed that there was a positive impact in this event, as stated in the interview:

“Melalui event itu, ada beberapa orang yang tertarik dengan Loukals, sehingga mereka follow Instagram kita. Mereka juga membeli beberapa produk kita loh. Jadi kan brand awarenessnya perlahan meningkat.” [“Through this event, several people were interested in Loukals and decided to follow our Instagram. They also purchased some of our products. So, our brand awareness is slowly rising”] (an interview with Loukals_’ Social Media Marketing on 13th November 2022)

However, the virtual food fair is by far the most unsuccessful promotion strategy. This is concluded as the owner stated that the goals are not met, *“Karena kita nggak mencapai target dan masih ada beberapa beban yang harus dibayarkan”* [“We did not reach our target and there are some fees that should be paid”] (an interview with Loukals_’ owner on 10th November 2022). The owner also stated that they might try to join another food fair, but they much prefer the offline food fair so that new possible customers could try to taste the donuts in real time, *“Tapi lebih pilih offline jadi ada tester buat calon pembeli.”* [“But I prefer offline events so Loukals can provide testers for the customers”] (an interview with Loukals_’ owner on 10th November 2022).

Based on the interview done with the owner and social media marketer of Loukals, it can be concluded that from these three marketing strategies, the most beneficial for Loukals is the promotion using coupons or special event promotion. This strategy has

made Loukals receive more customers who want to try their product. Moreover, some of the customers that have already bought the donuts earlier in Loukals also received special coupons as part of the strategy to maintain the old customers to increase the possibility for the customers to make another purchase in Loukals. On the other hand, the virtual food exhibition that Loukals has joined is less beneficial for Loukals. This strategy does have the benefit for Loukals in order to increase product awareness of Loukals, as this virtual exhibition helps Loukals to reach more audiences. However, the reason it is less beneficial is that the expense to join this exhibition is higher than the income. This means Loukals did not meet the sale target to make a return for the expense.

