

STRATEGY COMMUNICATION MARKETING PRODUCT FLICKA BAGS VIA INSTAGRAM SOCIAL MEDIA

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Abstract

Technological developments make it easy to get information in internet access supported by the existence of several social media chat applications that have changed the pattern of selling goods by entrepreneurs. Online product marketing communication strategies through Instagram accounts are the focus of research in writing this journal. The @flickabags account uses Instagram as an online marketing communication medium in carrying out its business promotion. This research is to find out the marketing communication strategy for Flicka Bags products through Instagram social media. The method used in this research is descriptive qualitative method. While the theory used is marketing communication theory. In conclusion, the marketing communication strategy for Flicka Bags products through Instagram social media Flicka Bags utilizes Instagram in carrying out an online marketing communication strategy by utilizing the features available on Instagram.

Keywords: Marketing communication, online marketing, social media, Instagram.

I. INTRODUCTION

1.1. Background

In line with developments , marketing product moment This can done Where just and when just necessary , with exists increasingly technology advanced marketing product can sold buy it or traded via the internet (network social). Progress Internet technology is also improving proceed with there are more and more gadgets day the more advanced with supported by networks and applications networking social support For do communication distance Far . Mature This use of networking sites social as a medium of interaction social online too so widespread even worldwide . Social media or networking social like Instagram is one of networking social who have become more from just event make friends and

show off pictures , but social media also works as a marketing medium product.

Along with development , the internet is capable give birth to something network new ones that are commonly known with social media mentions . Social media is an online media that makes it easier for people to participate , share , and create fill includes blogs, networking social , wifi , forums and virtual worlds. Initially social media only used as means communicate For connected with friend , colleague work and family . However, in its development , social media No only used limited That just .



Social media now Lots used For disseminate or give various information , start from information politics , business , education , culinary , health , culture , entertainment, etc activity promotion product .

It's easy internet access as means For get information , now Lots company or group certain using social media For operate function communication (weaving communication with consumer) And function sale . Social media now Already switch become a promotional medium goods merchandise . The users utilizing Twitter, Facebook, Instagram, materials group chat features like BBM for needs the . This matter Can seen with many individuals , groups , and companies who choose media social like Facebook , Twitter, or Instagram as media for introduce profile , build interaction with consumers and promote the product . Lots of it company or marketer using social media as a medium for Flicka Bags in effort promote the product only done through social media accounts . Namely by posting messages and pictures advertisement through his Instagram account . Although promotion only done via social media , however promotion the succeed alluring consumers (followers), making followers interested For own product that , so its products selling purchased consumers (followers). This is what makes it researcher interested do study more further , that is when A company promote the product only with do promotion or advertise via social media , without being accompanied other mixes such as personal selling, advertising media print nor electronic , but the product selling sold . Success promotion only via social media This Of course related with communication strategies marketing , message strategy advertisements posted on media accounts social the , strategy about

make message the ad effective and possible alluring heart consumer so that consumer wish For buy product and the end truly buy the product.

In manage system communication marketing required strategy design , effective and efficient sales programs . Promotion sale is part important of communication strategy marketing company and promotion sale is activity marketing that proposes mark plus from something product (for get from just what is there from mark product) in period a number of time certain To use push purchase consumers , effectiveness sales or push efforts made by power sale according to Hermawan (2012:128-129). With thereby , promotion must be handled with carefully Because the problem No only concerned with how communicate with consumers will but also annoying how much big that cost issued by the perpetrator business naturally matter This must be conditioned in accordance ability perpetrator business and the company Activity advertising is the main media for company in support promotion where promotion own objective main For interesting consumers want to do purchase to the products offered , everything necessary costs issued sponsors for do non- personal presentations and promotions in form ideas , things or service For influence the audience. Activity one promotion This Can said end spear from activity promotion , p This because personal selling is activity promotions that require marketing face to face with consumer in a way direct . Activity personal sales carried out in a way professional will be very helpful achieved fantastic sales .



Promotion walker put forward addition intensity mark goods or services ,This covers various aspect management marketing , start from enhancement quality product , quality service distribution for distributors, increasing quality service for customers to become more Good . By specifically promotional programs Flicka Bags. Whereas Object study is something that researchers want to know or those under scrutiny from subject study . So object research on research This is a communication strategy marketing products made by @Flicka Bags via Instagram social media. Unit of analysis study This covers eight The features on Instagram include Followers,Upload Photos, Stories, Title Photos,Arroba,Geotagging, Networking Social , Likes. There are two the type of data that will be collected in study These are primary and secondary data . Primary data is data that is obtained in a way straight away from subject study with method interview direct, while secondary data is the supporting data obtained from other relevant sources from results documentation . Data validity techniques that will be used in study This is triangulation data source . Triangulation source (triangulation data) according to Patton is technique For compare And check Good degrees trust something information obtained through different times and tools in study qualitative (Moleong , 2010:330).

II. RESEARCH RESULTS AND DISCUSSION

In an era of everything sophisticated and versatile instant Where technology and innovation is a very complete combination For fulfil need as well as desire man . Where is this era too ? all group like using social media Where consumer always want products that the

result instant and permanent . In Indonesia itself specifically child young Now always shop following trend , that is show that behavior consumptive child young is very big and of course easy accept products new offer .

In front of screen cell phone embedded in a light round , one Woman so Busy alternately wearing bag. Start than can pinned on the shoulder until the person carried . One woman no more lost the hassle. He must serve a number of the woman who came crowd around shop impromptu Flicka . That afternoon , the end August at the Smesco Building , South Jakarta, brand bag origin Sidoarjo , Java East, Flicka , middle follow meeting MSME Grab Indonesia.

Their booth to be a sufficient one crowded visited . Mainly by para Woman . Bag bag Which lined up in on table , One per One taken by incoming customers . As if No want to lost moment , when That Flicka too at once open shop online with method selling live on TikTok . One that became Power pull brand bag the is the price is cheap , however in a way design own premium impression . Almost mostly , products bag from Flicka priced with price under Rp. 100 thousand . “ The model simple , and what we get around , with The price we offer is actually based on the material and design . If the model simple That can said yes in a way fare Can pressured ,” said Flicka Co-founder and COO , Agung Raharja , at the time contacted by Media Indonesia via video conference , Saturday (17/9).

Take Advantage of Flicka Marketplace Influencers since beginning of course formed from social media . Born in 2014, Flicka when That Actually be one method for Princess Rizka and Agung



Raharja For increase pocket money studying . Besides , Putri is also a fan bag. However , as fan bag , also its position as child college , daughter is having a hard time For find bag Beautiful with price affordable . Then he did encouraged For start business together his girlfriend moment the , the Great, the present become her husband . "At that time I thought of it , I guess anyway Can make bag cute and nice , but price Still Can reachable The same child college okay . Look also in the area husband I am in Sidoarjo , indeed Lots crafter bag ," recalled Putri.

Capitalize loan of IDR 5 million from parents , they started road business the . Moment initial , production Still limited One until two dozen bag. Remaining capital, after allocated For production and packaging , them use For promotion . At that time , Instagram became track they offer product bag Flicka . Because when That advertising on social media Not yet so plural carried out , the method used is with method advertise conventional on social media . Endorsement to a number of influence (influencer). "In years Well , it's not really an influencer yet so Lots . The brand in the online shop is also still there a number of . When we use endorsements, yes, very impactful very to sale . People want to direct buy what to wear with influencers who advertise our product . Possible around "A week after the influencer posted, our product immediately sold out," explained Putri.

"Moment That even Wrong One influencers popular Now the rate Still Rp. 250 thousand . Yes budget that endorsement No up to IDR 500 thousand " One influencer at a time ," added Agung. copy content Two year intermittent , scale business Flicka is also growing . They start recruiting employee production , like add tailor and team control quality . From

the beginning scale the production only most stuck until two dozen and limited models , in 2016 they Already capable produce up to 480 items. In the year of that , birth various market place digital Also join in become door addition for sale Flicka .

According to Putri, digital market places have various types instrument Interesting offer , OK for MSMEs and entrepreneurs consumers , like free fare offer Send nor coupons discount . " Yeah after 2016 right besides enter to digital market place , and Instagram too growing , a lot very The method . Of course use advertising , and that main anyway for us it is multiply content that has closeness with life everyday people because That will reach more Lots audience . So we varied our digital strategy content . If Now Possible like lots of videos and reels, as well soft selling content ," explained Putri, who is CEO of Flicka . Moment this , Instagram Flicka , @flickabags, followed by 674 thousand followers , with interaction the content is very high . Like Watch some of the video reels from 29 thousand up to 249 thousand people. As for TikTok them , now followed by 169 thousand follower with amount likes 3.2 million .

For get around the latest digital platform developments , Flicka is also recruiting team creative since 2020. That is done for them Can Keep going growing . Usually production content Still handled by Putri and Agung. " For budget in digital, we usually allocate 5% of turnover ," said Putri. Moment This , Agung said , with scale existing production reach thousands of items per month , turnover Flicka has too reach hundreds million per month . According to Agung, one key success they is Because moment That Flicka Can



present as product that bag targeting the children's market young , at the time in his place , Sidoarjo , there were many producer bag Still focused to the women's market mature beak middle aged.

Plagiarized One that impact concrete felt Flicka with depend on various digital instruments , them now Can reach more markets broad , isn't it? limited to East Java . " Usually We went to the pop up store just around East Java . Well, some time yesterday , Flicka had time take part in an event in Jakarta. It turns out his enthusiasm explode very . Even someone's coming to our booth they Already use Flicka , and come yes For buy Again . So you can said This happen Because a number of year behind we Already play in on line." Para buyer product Flicka even Lots which comes from from city outside East Java , such as Jabodetabek and Bandung. Besides that , they also have a number of stockist in several city outside East Java , on the side shop official they are in Sidoarjo and Surabaya.

Although recognized by Putri Ecosystem The digital economy has that impact big for Flicka , still There is thing that becomes challenge . As product fashion , in particular bag , ia often find taking pictures product they stolen by other brands in the digital market . "A lot of our photos were used , stolen . So take it the photo and traced it the bag . We have contact in a way fine from what we found , but them rather more wicked . Our way to get consumers No Tricked with things that , yes we will continue socialize accounts - accounts official our digital marketplace only , and promote our stockist it's everywhere . " .

III. CONCLUSION

Communication strategy marketing product Flicka Bags via social media Instagram @flickabags utilizes Instagram within implement a communication strategy online marketing with utilise features in Instagram . Flicka Bags has a creative strategy that other selling accounts do n't have product similar , first Flicka Bags delivers COD (*Cash on Delivery*) service in matter This aim For give comfort in transactions with consumers . Second Flicka Bags delivers free service send and cut price , in free fare thing Send Flicka Bags delivers subsidy amounting to Rp. 20,000, so if fare send it under Rp . 20,000 fee free shipping and consumers will get piece price If buy more from three product Flicka Bags. Third use the link flickabagsofficial.com/links/ when consumers click on the link so automatic will connected with webstore, shopee , tiktokshop , and WhatsApp admin contact Flicka Bags that consumers can use If want to order or just ask around about product Flicka Bags, inside matter This Flicka Bags delivers convenience in communicate . From various feature supporter Instagram's built -in , most features often used on each post Flicka Bags is feature stories, upload photos and arroba(@). The features used are very useful in help with the promotion process for Flicka Bags. Like stories feature , which can be live displays product in real terms , so too photo upload feature , Flicka Bags utilizes endorsement promotion as supporter promotion products and also via Instagram Flicka Bags got it known in a way widely by the public , because Instagram can reach audience in a way wide . From various The features that Instagram has , there are also features that it doesn't used by Flicka Bags, such as feature camera and effects Photo . Flicka



Bags more choose use Digital cameras for get quality more pictures nice and use photo editor application For designing pictures for more interesting .

Utilization feature Instagram as means strategy communication marketing product FlickaBags done by the owner effort , very helpful in increase results sale Flicka Bags. From results Which researcher do , researcher get results from explanation owner business , Take advantage of Market Influencers Flicka since beginning of course formed from media social . Born on 2014, Flicka when That Actually be one method for Princess Rizka and Agung Raharja For add pocket money studying . In side ,Daughter Also is fan bag. However ,s fan bag , Also position as child college , Daughter difficult For find bag Beautiful with price affordable.Then he did encouraged For start business together his girlfriend moment the , the Great, the present become her husband . "At that time I thought of it , I guess anyway Can make bag cute and nice , but price Still Can reachable The same child college okay . Look also in the area husband I , in Sidoarjo , of course Lots crafter bag ," he recalled Daughter. copy content Two year intermittently , scale business Flicka also developed . They start recruiting employee production , like add seamstress And team control quality . From Which beginning scale the production just the most stuck until two dozen And model limited , on 2016 they Already capable produce until 480s items. This moments, Instagram Flicka , @flickabags, followed by 674 thousand followers , with interaction the content is very high . Like Watch some of the video reels from 29 thousand up to 249 thousand people. As for TikTok them , now followed by 169 thousand follower with amount likes 3.2 million .

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