

# THE ROLE OF SYMBOLIC INTERACTION IN THE PLANNING OF MARKETING COMMUNICATION THROUGH SOCIAL MEDIA (A CASE STUDY OF INSTAGRAM @KULINERTANJUNGPINANG)

Wisze Alaftariasaujana<sup>1</sup>, Muhammad Adi Pribadi<sup>1\*</sup>

<sup>1</sup>Faculty of Communication Science, Universitas Tarumanagara, West Jakarta - 11440, Indonesia

\*Corresponding author. Email: [adip@fikom.untar.ac.id](mailto:adip@fikom.untar.ac.id)

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## ABSTRACT

Marketing is essential for a company to achieve specific goals. Marketing communication planning is not spared from communication with links between communicants to build interaction and meaning or symbolic interaction. The development of technology and information today requires entrepreneurs to develop marketing strategies in a more modern direction most effectively and efficiently as much as possible. Therefore, internet-based marketing has grown into a popular modern marketing strategy. One of the internet-based platforms often used by business people to promote their products is social media, such as Instagram. @kulinertanjungpinang is an example of an Instagram account that is often a place for marketing. This research was conducted to examine the role of symbolic interactions in marketing communication planning through the @kulinertanjungpinang Instagram account. In this marketing research, symbolic interaction and communication become interrelated so that each other must work together to facilitate marketing communication. This study uses the symbolic interaction theory of Marketing Communication Planning and the concept of Instagram. The approach used in this study is qualitative research with case study strategies. Data collection involves in-depth interview techniques, documentation, and direct observation. In this study, there was an interaction in the @kulinertanjungpinang marketing process because of the interaction and marketing communications planning that reached consumers to advertise on the account.

**Keywords:** Symbol Interaction, Marketing Communication Planning, Social Media

## 1. PREFACE

Marketing is essential for a company in achieving specific goals. Marketing done well can have a positive impact on a company. It can be seen through the number of sales increased. Therefore, marketing must be properly planned to be implemented and produce the expected impact on the company. Planning marketing communications does not escape from the contact with linkages between the communicant to build interaction and meaning [1]. Experts interpret the process through symbolic interaction. According to George Herbert Mead [2], symbolic interaction is a process of thinking in which individuals divide, understand, and construct meaning through a process of interaction with oneself and society within a specific time. These factors conclude that symbolic interaction is an essential factor that binds the individual carrying out the planning of marketing communication.

The rapid development of information and communication technology in the current era of globalization makes the internet support the individual to communicate. Today, the internet has an increasingly important role in economic life, social, and global politics. Undoubtedly this technology has quickly changed world civilization. This change happens because the internet provides the services that assist daily activities. In addition, it is also essential to see that the internet is a platform of advertising that is overgrowing—along with the emergence of new technology, constantly trying to develop their business in various ways. The rapid development

of information and communication technologies makes the internet a means of helping to communicate between humans [3].

In this period, the marketing opportunities via the internet are tremendous and wide open. The number of internet users continues to grow and impact marketing activities. Electronic marketing (also called internet marketing) is a method of marketing that uses electronic technology, especially the internet, to disseminate information to many people simultaneously in a certain period. Social networking can also be utilized for marketing through the internet [4].

Social media is also becoming a trend in marketing communications. Kaplan and Haenlein [5] argue that social media is a set of Internet-based applications built on the framework of ideas and technology website 2.0, and allows for the creation of the exchange of information content for internet users. Carlsson said that website 2.0 is the basis of social media design. From the development of social media today, there are some examples of the most developed, namely Instagram.

@kulinertanjungpinang is an example of an Instagram account that often becomes the place to do marketing. The account is present as a center of information on culinary in the city of Tanjungpinang. Since its establishment in 2015, @kulinertanjungpinang has now gotten over 60 thousand followers. With the number of followers offered, several entrepreneurs of the local culinary trust promote their business in photos or videos uploaded on the page @kulinertanjungpinang.

Through these factors, it can be concluded that symbolic interaction is one of the crucial factors that bind in this study. Symbolic interaction and marketing communications should be related to each other so that the one with the other should work together to facilitate the planning of marketing communications to run smoothly. Based on the background described, the study is done to research and discover more about the Role of Symbolic Interaction in the Planning of Marketing Communications on the Instagram account @kulinertanjungpinang.

### **Our Contribution**

Academic benefits; (a) the results of this study are expected to be used to develop knowledge, especially in the field of communication science and the packaging process of electronic marketing information as a promotional medium; (b) the results of this study are expected to broaden the horizons of symbolic interaction in planning marketing communications through social media.

Practical benefits; (a) it is hoped that the results of this study can provide a lot of information for business people, especially those in the culinary field, to use @kulinertanjungpinang as a promotional medium through paid promotional advertising. The author also hopes that this research can be a source and reference for further research; (b) it is hoped that the results of this research can be useful for the @kulinertanjungpinang marketing communication process in promoting products or businesses in Tanjungpinang.

### **Theoretical Review**

#### **Symbolic interaction**

Symbolic interaction is based on the idea of the self and its relationship to society. Because this idea can be explained in a broad sense, the subject matter of this theory will be explained in detail, and the hypothetical framework of this theory will also be explained in the process [2].

The book "Mind, Self and Society" is the most famous book written by George Herbert Mead "West-Turner"

in 1934, which focuses on three conceptual themes, the assumptions needed to structure a discussion of symbolic interaction theory. The three themes of the concept of symbolic interaction by George Herbert Mead include; (a) the importance of meaning for human behavior; (b) the importance of the concept of self; (c) the relationship between individuals and society. The following are the three cores of Herbert Mead's understanding of symbolic interactionism [2]:

a. Mind

Mead defines them as a power to use symbols with the same social meaning. Mead believes man must develop his mind through interaction with others. Mead explained three crucial elements in mind, Significant *symbols*. Mead expressed his language became a symbol of significance, or in other words, the signs have the same meaning to a group of people. The symbol will launch the interaction between individuals. Thought, when an individual receives and uses a variety of existing symbols, the individual performs a process of interaction with himself to identify, name, and interpret these symbols. Role Taking after going through the thought process, humans instill the meaning into the memory of the brain to enrich the meaning of the symbols that have been studied. This allows humans to do role taking, where individuals have the ability to think and place their own images in the minds of others.

b. Self

Mead defines the power to reflect on oneself from the point of view of others. In this sense, the self is the development of a special role taking, that is, when humans imagine what other people see themselves as. Mead explains three concepts in the self, namely, the looking-glass self. This concept is based on the "mirror of the self" is a person's ability to see himself in the eyes of others. Pygmalion Effect when the expectations or expectations of others are used as a spur for someone to act and behave. In this case, humans want to meet these expectations. I and Me as subjects, humans can act, and as objects, humans can see themselves in action. Mead refers to the subject or self as I, and the object or self as Me. I have an impulsive, spontaneous, and creative nature. At the same time, Me is more reflective and socially sensitive.

c. Society

Mead defines a network of social relationships. Society is created by humans themselves. Each human being actively and voluntarily participates in society according to the behavior they choose. Therefore, society describes the interconnectedness of several behaviors that individuals adapt. According to Mead, there are two crucial parts of society that play a role in thinking and self, namely, significant others, others who specifically refer to important individuals in society, such as family members, friends, and coworkers. It is in an effort to reach significant others. Generalized other refers to the perspective of the entire social or cultural group. Other people usually provide and provide information about the rules, roles, and attitudes that are owned by the community.

### **The Planning of Marketing Communications**

According To Personal, Suganda, Venus, & Susanto [1], planning marketing communications results from the design of business interests that produce a concept of communication that can be used to target clearly and precisely. There are six indicators of success in the planning of marketing communications, namely as follows:

a. Business

The business goals of each company were created to generate as much profit as possible and increase the progress of the growth of the company itself.

- b. Strategy  
Strategy is the arrangement of planning to achieve a goal.
- c. Tactical possibilities are endless  
Tactical is an action done from the strategy that was made before it is ripe. Tactics will determine the effectiveness and success of the implementation planning activities.
- d. Implementation  
Implementation is the implementation of actions carried out based on the tactical strategy that had already been prepared carefully and in detail. During implementation planning, monitoring will be carried out or monitoring.
- e. Monitoring  
Monitoring is an activity to monitor the implementation in the implementation phase, carried out gradually to obtain information used in the evaluation phase to assess whether the strategy has already reached the results or business purpose specified.
- f. Evaluation  
Evaluation is the stage of assessment of the results of the planning activities that have been done to know the advantages and disadvantages of the implementation of such planning to fix and avoid the same mistakes in the future.

### **Instagram**

Instagram is a service-based internet and social networking to share information in a visual form, or in other words, through images. User *gadgets* often use Instagram to share shots [6]. Through Instagram, users can upload photos or videos to the porch, and the photos and the video will automatically appear on the porch of their followers.

## **2. RESEARCH METHOD**

This study used qualitative research methods. According to Bogdan and Taylor, qualitative research is a research process that produces descriptive data in the form of written or spoken language from the community or observable behavior [7]. The research method is a scientific method to obtain data with certain purposes and uses. The research method is a way of obtaining data in accordance with research needs [8]. This research uses case study method. The case study according to Yin [9] is one of various research methods for social science. The case study method is suitable for answering how or why questions. Case studies also have three different types, namely explanatory, exploratory, and descriptive [9]. Researchers chose to use this type of exploratory research. The researcher also conducted exploratory research to see the role of symbolic interaction in the marketing communication planning process for the Instagram account @kulinertanjungpinang. The research subject is the research target used by the researcher for later study and conclusions drawn [10]. The following are the sources used in this study: (a) the owner of the Instagram account @kulinertanjungpinang; (b) the Admin of Instagram account @kulinertanjungpinang; (c) followers of the Instagram account @kulinertanjungpinang. The object of research in this study is the role of symbolic interaction in planning marketing communications through the Instagram account @kulinertanjungpinang social media.

### 3. RESULTS AND DISCUSSION

#### a. Symbolic interaction in the planning of marketing communications account of instagram @kulinertanjungpinang

George Herbert Mead described three concepts of the basic thought that are important in the theory of symbolic interaction, that is, Mind (Mind), Self (Self) and Community (Society) [2].

##### Mind

Mead defines them as a power to use symbols with the same social meaning. Mead believes man must develop his mind through interaction with others. Mead explained three crucial elements in mind, Significant *symbols*. Mead expressed his language became a symbol of significance, or in other words, the signs have the same meaning to a group of people. The symbol will launch the interaction between individuals. According to the interview results with the @kulinertanjungpinang, the hallmark of the account known to the public is the logo and the greeting Admin to the follower's account @kulinertanjungpinang. Greetings are very easy to remember and unique in the Admin.

Meanwhile, a logo owned by @kulinertanjungpinang has shaped the logo "gonggong," one of the *icons* in Tanjungpinang City. After each visit the shop promoted, @kulinertanjungpinang will glue the sticker to display their logo. This action is also required of the followers of the account @kulinertanjungpinang to be more familiar with their logo. *Thought* the ethics of an individual to accept and use a variety of symbols, the individual interacts with itself to identify, name, and interpret the symbol of the. @kulinertanjungpinang *thought* or the interaction with the symbols that exist is evidenced through discussing the idea with Admin and the account owner of @kulinertanjungpinang. This makes content @kulinertanjungpinang remain relevant with the times and should adapt the medium of communication. This proves the existence of the elements *thought* from the symbolic interaction theory. *Role-Taking* after passing through the thought process, humans infuse meaning into the memory of the brain to enrich the purpose of the symbols that have been learned. This allows the human to perform the retrieval of the role, where the individual can think and put a picture of himself in other people's minds. In conducting the operation of the account @kulinertanjungpinang, the owner of the account @kulinertanjungpinang divides the role of each between the Admin and the owner of the account @kulinertanjungpinang. In distributing these tasks, the business objectives are expected to run the function.

##### Self

Mead defines the power to reflect on yourself from the views of others. In this sense, the self is the development of making a unique role, that is, when humans imagine what other people perceive themselves. Mead explains the three concepts of the self, i.e The *looking-glass self-concept* is based on "mirror Mirror," a person's ability to see himself in the sight of others. Viewed from the side of the user account, the responses given to the public against the account @kulinertanjungpinang are good enough. Service user Instagram @kulinertanjungpinang constantly reviews the experience they feel when promoting the account and reviews the majority positively. @kulinertanjungpinang also has one account which explicitly contains a screenshot of the responses the client named @testikulinertanjungpinang. *Pygmalion Effect ethics* of hope or the expectations of other people as a person's race in the act and behavior. In this case, people want to meet up to expectations. In the content creation @kulinertanjungpinang, consumers are not directly

involved. However, criticism and suggestions are welcome for the sake of progress account @kulinertanjungpinang. Through this phenomenon, it can be seen that *Pygmalion effects* happen. *I and Me* as the subject, the man can act, and as the object, the man can see himself in the act. Mead refers to the subject or the self as *I*, and the object or see themselves as *Me*. *I* have the properties that are impulsive, spontaneous, and creative. At the same time, *Me* has more reflective and socially sensitive properties. To improve the content of their account, the team of @kulinertanjungpinang keeps looking for the idea. This acts as an *I* in theory symbolic Interactionism. While *Me*, @kulinertanjungpinang, of course, also thinks the contents of the society's culture should be accepted by the public. These things prove the existence of *I* and *Me* by the concept of theory symbolic Interactionism.

#### Society

Mead defines a network of social relations. Humans create society. Each man actively and voluntarily participates in the community under their chosen behavior. Therefore, the community describes the linkage of some behaviors that individuals adapt. According to Mead, two crucial parts of our society affect thinking and self, i.e., *significant others* or another that specifically refers to the individual is essential in a society, such as family members, friends, and colleagues. The solidness of the team @kulinertanjungpinang was guarded closely because of the awareness that a good team will produce good work. Therefore, the owner of the account @kulinertanjungpinang has the rule to reply to the message customers with better, provide a schedule of uploads that have been agreed upon, and not be late in uploading promotional products as well as the things not to disappoint the customers. In the end, the admin will be listening to the dominant opinions. This is to achieve *significant others*. *Generalized other* people, in general, refers to the perspective of the whole group in the social or cultural. Other people usually give and give information about the rules, roles, and attitudes shared by the community and think about how the culture of the society determines the content; @kulinertanjungpinang, of course, also has the external environment that influences the system of this effort. Of course, in making content, @kulinertanjungpinang emphasizes not to contain elements of SARA or offensive to obey local regulations. It is also intended that the relationship between the consumer and the @kulinertanjungpinang is well preserved.

- b. The planning of marketing communications @kulinertanjungpinang  
According To Personal, Suganda, Venus, & Susanto [1], planning marketing communications results from the design of business interests that produce a concept of communication that can be used to target clearly and precisely. There are six indicators of success in the planning of marketing communications.

The business goals of each company were created to generate as much profit as possible and increase the progress of the growth of the company itself. For @kulinertanjungpinang as the portal's account in the food markets, then the planning of marketing communication major aims to help UMKM and culinary businesses in the City of Tanjungpinang. It is held tight by the owner of the account, Kak Iomi.

Strategy is the arrangement of planning to achieve a goal. In this study, the strategies used @kulinertanjungpinang in this marketing communication are interconnected with

the communication objectives, target market, communication channels, competitors, and the theme of communication.

Tactical is an action done from the strategy that was made before it is ripe. Tactics will determine the effectiveness and success of the implementation planning activities. @kulinertanjungpinang will learn data insight in Instagram to see when his followers actively use Instagram and always ensure that the information provided is transparent and communicative. @kulinertanjungpinang also often provides the schedule in the day-to-day and to the owners of the culinary business who've promoted his account. It aims to increase the number of customers and maintain a client who had previously worked with @kulinertanjungpinang.

Implementation is the implementation of actions carried out based on the tactical strategy that had already been prepared carefully and in detail. During implementation planning, monitoring will be carried out or monitoring. To ensure that if the promotion is done, @kulinertanjungpinang is running smoothly, the account owner will see the results or report that the admin has created.

Monitoring is an activity to monitor the implementation in the implementation phase, carried out gradually to obtain information used in the evaluation phase to assess whether the strategy has already reached the results or business purpose specified. In monitoring, the owner of the account @kulinertanjungpinang monitors the performance of administrators in serving customers. Some of the things that go into tracking the attention to the SOP have been executed as planned or not. View the daily reports made to match on that day. In addition, they see data insights and engagement account @kulinertanjungpinang to the user account that could be material to the evaluation to make the most exciting and interactive post.

Evaluation is the stage of assessment of the results of the planning activities that have been done to know the advantages and disadvantages of the implementation of such planning to fix and avoid the same mistakes in the future. In conducting the evaluation, @kulinertanjungpinang sees the statistics that are on Instagram. See how the rise and fall of posting, evaluate admin's performance in reply to a message and correct themselves to each other. To overcome the barriers that exist, then @kulinertanjungpinang continues to figure out a way or idea to know how to promote and market food products properly.

c. Instagram

Instagram is a service-based internet and social networking to share information in a visual form, or in other words, through images. User *gadgets* often use Instagram to share shots [6]. Through Instagram, users can upload photos or videos to the porch, and the photos and the video will automatically appear on the porch of their followers.

The businesses are trying to look for opportunities in marketing. One of them is social media into a container of marketing for businesses today. Instagram is becoming the choice of @kulinertanjungpinang as a container of marketing at the same time the container business. For @kulinertanjungpinang Instagram at this time its users are more and more communicative than other social media. Then the target market from @kulinertanjungpinang also many are on Instagram. In addition, Instagram has advantages with features that are provided and used for marketing

@kulinertanjungpinang. The features used by @kulinertanjungpinang in using Instagram, @kulinertanjungpinang make the account into a Business Profile Instagram, last use *Caption, Geotagging, Likes, Views, Comment, Arroba (@), Tag, Hashtag (#) Direct Message, Instagram Stories, Corousel (Photo Album), Endorsement, and Paid Promote* as a means of marketing and business.

#### 4. CONCLUSIONS AND RECOMMENDATIONS

Based on the research that has been done by researchers on the role of symbolic interaction in the planning of marketing communications account Instagram @kulinertanjungpinang, role Symbolic Interaction in @kulinertanjungpinang affect the performance of the team who is working and has good synergy so that it can carry out the planning process of marketing communication to achieve the goal. The role of Symbolic Interaction in @kulinertanjungpinang is essential to reach the bottom purpose well, affecting the whole activity of @kulinertanjungpinang. The decisive role of Symbolic Interaction in @kulinertanjungpinang impacts the planning process of marketing communication in achieving business objectives. There are six stages in the planning of marketing communications account @kulinertanjungpinang, namely the determination of business objectives, the determination of the relaxation, the determination of tactical, implementation of activities, monitoring of performance, and overall evaluation.

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