

MARKETING MIX IN BUILDING BRAND IMAGE VIA INSTAGRAM

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ABSTRACT

With the increase in internet users every year, there are many impacts, one of which is online business which continues to increase. The online business system is easier to do because it doesn't incur large costs, it only requires a good internet connection as initial capital. The purpose of this research is to find out the digital marketing communications used by Basic Materials in building a brand image. The theory in this research is marketing communication. The research method in this study uses a descriptive qualitative approach. The research data obtained came from interviews, observations, literature studies, the internet, and documentation. The results of this study indicate that digital marketing communications Basic Materials in building a brand image use marketing mix components that are interrelated to one another. The form of marketing carried out is through bazaar activities, which aim to introduce brands by displaying products directly. Brand image is the consumer's response to a brand, easy-to-remember brand names are one of the consumer's interests, besides that based on the products and prices displayed accordingly, and good customer service.

Keywords: brand image, Instagram, marketing communication, marketing mix

1. PREFACE

Today's technological developments are advancing rapidly and affecting human life. With technology, information is easily obtained and widely disseminated. The Internet has become a major necessity for human life. It can be seen from the increasing number of internet users in the world. According to data from Kominfo, Indonesian internet users are the 6th largest in the world after China, the United States, India, Brazil, and Japan. The use of the internet makes it easier for humans to disseminate information so as to affect the pattern of life or way of life of humans. According to the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia is expected to reach 210 million by the beginning of 2022. Among them, the majority of users access the internet and social media from their mobile phones.

Social media is one of the most popular platforms in 2022. The use of social media provides many benefits such as being able to share news, photos, videos, and many other features. Social media can be an online marketing medium, especially Instagram social media (Apriliani & Hasim, 2021). Instagram can be an effective means of promotion. This is related to the number of people who cannot be separated from the use of social media in everyday life, both when looking for information, interacting and shopping.

With the increase in Instagram users every year, many impacts are given, one of which is online business that continues to increase. With the increasingly diverse needs of the community, especially in dressing, *local brands* continue to be creative through the various products offered. Basic Material is one of the clothing brands that uses social media to market their products. Basic Ingredients has a *unique* and memorable brand name so that it can attract consumers. The increase in competitors in the fashion sector through social media is a challenge for online business people, especially Basic Materials, to be able to continue to compete to introduce brands and market their products. Local products are currently in demand for consumers

because it is considered that local products are currently of good quality and can even compete with foreign products. Based on the results of the "*Ipsos Global Trends 2021*" survey, 87% of Indonesians prefer to buy local products rather than global products. From the background explanation above, the author realizes that digital marketing communication through Instagram social media can affect the *brand image* of a brand. Based on this description, the purpose of this study is to determine the digital marketing communication carried out by Basic Materials in building *brand image*.

2. RESEARCH METHOD

The author uses a qualitative approach, qualitative research is the process of understanding the meaning of individual or group behavior and being able to explain social problems to create meaning (Sugiyono, 2020). In this study, the authors used a descriptive qualitative approach. According to Bodgam and Taylor (Tersiana, 2018), qualitative research is research that produces descriptive information in oral or written form and observable behavior of a particular individual, group or organization. This research uses the case study method. A case study is an in-depth examination of a program, event, process, and activity, either alone or in a group. (Sugiyono, 2020). Case studies are research on people and events by getting an in-depth picture of a case being studied (Tersiana, 2018). The author collects data through interviews, observations, literature studies, the internet, and documentation. This research obtained the results of interviews through Basic Material Owners, Customers, and Basic Ingredients Instagram Followers. After the data is collected, qualitative data analysis is carried out. Data encoding is used in the analysis of data obtained using interview transcripts and other secondary documents. (Nugroho & Irwansyah, 2021). Data analysis techniques according to Muhadjir, data analysis techniques are an effort to find and organize the results of interviews and observations to increase the understanding of researchers on the case studied. The analysis technique used by the author is an analytical technique developed by Strauss and Corbin has three major steps, namely open (Rijali, 2018; Mardani, 2018) *coding, axial coding, selective coding*.

3. RESULT AND DISCUSSION

Marketing is the key to selling products and services to consumers. The increase in competitors in the fashion sector (Belinda & Loisa, 2019), especially social media, is a challenge for business people to continue to introduce *brands* and market their products. Basic Material uses a marketing mix with four marketing components in marketing its products, namely through products, prices, places, and promotions.

First, the components of the marketing mix of *fashion* products are diverse. Basic Material Products have various products such as *oversize t-shirts*, jumpsuits, *dresses*, and shirts. The products displayed are considered in terms of materials, colors, and sewing patterns so as to offer good quality products. Second, the components of the marketing mix are priced based on product quality. Basic Material determines the price based on material, sewing pattern, and *packing*. Third, the components of the marketing mix place through *online* and *offline*. Basic Materials in addition to using digital media, the availability of products through bazaar activities. Fourth, Components of the promotion mix carried out through digital media advertising, sales promotion through *rewards*, direct sales at events, and direct promotions to get consumer response.

According to Kotler and Armstrong, the marketing mix is a component of the marketing mix that is interrelated to produce the desired target in the target market. (Firmansyah, 2020) Products can be goods or services that are marketed to consumers. Products can be differentiated or classified according to their kind. Based on this theory, in offering its products, Basic Materials have

various clothing models that can make customers interested in shopping and besides that Basic Materials pay attention in terms of product quality. According to one of the lecturers of the Faculty of Communication Sciences, Tarumanagara University, Mr. Nigar Pandrianto S.Sos., M.Si. said that in addition to various products, it is also important to pay attention to building *story telling* so as not to get stuck in the catalog. *Story telling* is meant by showing products that are relevant to the target consumer. If the purpose of the product is to be shown to be used when going to the café, *then show the atmosphere in the café like gathering with friends using the product in order to attract consumers and persuade.*

Price is a cost that has been determined both for products and services that need to be paid by consumers (Firmansyah, 2020). Based on this theory, Basic Materials assume that the price offered is in accordance with the product sold. In setting the price of products sold, Basic Materials have paid attention to the quality of the products used. By paying attention to the material, sewing patterns of clothes to make them comfortable when used, and *packing*.

Place is an activity that provides products for target customers (Firmansyah, 2020). Basic Materials markets its products through *online* and *offline*. Place *online* Basic Materials using digital media, such as Instagram, TikTok, WhatsApp, Shopee, and websites. For *offline stores*, Basic Materials do not have it so it is carried out with bazaar activities from mall to mall every month. According to the Basic Material Owner, that from the activities of the Basic Material social media bazaar is also growing and currently *online buyers* come from the bazaar. This is supported based on the results of an interview conducted by the author with one of the lecturers of the Faculty of Communication Sciences, Tarumanagara University, namely, Mr. Nigar Pandrianto S.Sos., M.Si. said that *marketing* today cannot be all only through social media. He believes that not only through social media to market a *brand*, it can be done through advertising, and bazaars are one of them. Because from bazaar activities, customers can see, and choose the best products from a *brand so that showing the brand they have is important.*

Promotion is an activity to convey the benefits of a product and encourage customers to buy it (Firmansyah, 2020). Basic Materials carry out several promotional activities which the author then describes as follows. Advertising is the installation of advertisements in mass media that are shown to a wide audience. Basic Material advertises through various digital media, such as Instagram Ads, TikTok Ads, Facebook Ads, and Shopee ads. Based on the results of interviews conducted by the author with Basic Material Owners, that the use of advertising is currently many competitors competing in the form of advertising capital so it is difficult to compete. Therefore, advertising is not routinely carried out by Basic Materials. But even though advertising activities are not routinely carried out, Basic Materials can still reach buyers from out of town. Based on the results of an interview conducted by the author with one of the lecturers of the Faculty of Communication Sciences, Tarumanagara University, Mr. Nigar Pandrianto S.Sos., M.Si. said that irregular advertising is not a problem, but it is expected to pay attention to other aspects such as providing good service. If anyone asks, answer well. Because with a follower that is not large this will actually make someone more trusting, while if the follower is already large it becomes a concern that it is an advertisement.

Sales promotion is the use of incentives provided by companies to persuade consumers to buy a brand. Based on theory, Basic Ingredients in carrying out their promotions through discounts or discounts on certain dates. Then distribute prizes to mini *game winners* from the Basic Ingredients Instagram story. The author sees that the promotion carried out by Basic Ingredients is mainly through Instagram with discounts and prizes. (Santoso & Wijayanti, 2021)

Personal selling is a form of direct interaction with a customer to make presentations, answer questions, and receive messages. Basic Materials conduct personal sales, especially through bazaar activities by providing explanations related to products so as to attract consumers. Based on the results of the author's interview with the Basic Material Owner, by being able to meet directly with customers, especially through bazaar activities. This makes it easy to explain the product, and persuade customers to follow Basic Ingredients Instagram. (Santoso & Wijayanti, 2021)

Direct marketing is a direct sales activity without intermediaries so that it can find out the response or response of consumers. Based on this theory, in doing direct marketing of Basic Materials because many meet with different customers, they can find out the response or response from consumers about the product. (Santoso & Wijayanti, 2021)

Digital marketing communication is an activity used by most marketers around the world. Digital marketing combines the world of internet and technology, making it a promising market for (Nursatyo & Rosliani, 2018). Basic Materials using digital media such as Instagram, Tiktok, WhatsApp, Shopee, and websites. Digital marketing and marketing communication is the definition of digital marketing communication, which is the means and processes for entrepreneurs to inform, persuade and remind consumers about products and services sold through digital media such as social media. (Kusuma & Sugandi, 2018). Based on this theory, Basic Ingredients inform, persuasive, and remind consumers about products sold through Instagram.

Social media is a medium for consumers to share information, text, images, audio, and video with each other and with companies and vice versa based on theory according to Kotler and Keller. Basic Material uses Instagram as the main media because of its use that makes it easier to see photos or images, then videos with content, and writing can be in the form of (Christiani, 2020) *captions* or writing contained in Instagram *stories*. Making it easier to see photos, Instagram can be used as a medium to introduce a *brand* about the products or services sold.

Instagram is an online promotional media *that is being widely used as a marketing medium that offers goods or services, so that currently many needs can be obtained online*, especially through Instagram. Instagram users who continue to increase are a challenge for Basic Ingredients in building (Rahmadani & Riauan, 2022) *brands* to compete to introduce products. Instagram as an online promotional medium offers products and provides convenience in meeting needs online. Instagram is one of the media for Basic Ingredients and consumers interact with each other. An attractive Instagram can reach consumers to see and even buy a product or service that is marketed. Basic Material has provisions such as in the use of hashtags, using inappropriate hashtags such as "*#hiddengemjakarta*" and "*#hiddengembali*". Not appropriate but will get attention because it is different on its own. According to one of the lecturers of the Faculty of Communication Sciences, Tarumanagara University, Mr. Nigar Pandrianto S.Sos., M.Si. said that the use of hashtags makes it easier for someone to search. The use of hashtags themselves is better in accordance with the product for fear that it will not be detected. Those irrelevant words can affect the search results so it's better to use hashtags that match the product.

Brand image is the response of consumers when they remember a certain brand, by getting consumer reactions to brand image Based on this theory, the results of the author's interview with Basic Material Instagram Followers, that are interested in following the Basic Material Instagram based on an attractive brand name (Wainira et al., 2021). because it is simple and easy to

remember and the products displayed are attractive. Then, based on the results of the author's interview with Basic Material Customers that, the perception of Basic Ingredients through *appropriate brand* carrying and good service.

4. CONCLUSION AND RECOMMENDATIONS

The author concludes in this study, digital marketing communication carried out by Basic Materials in building *brand image* using four components of the marketing mix. The marketing mix used by Basic Materials is product, price, place, and promotion. The components of the marketing mix used are interrelated. The products offered vary and prices are determined based on product quality and *packing*. Availability of products through digital media and bazaar activities. Advertising promotions, sales promotions, personal sales, and direct marketing. In reminding, persuasive and persuading customers through the Instagram *story* feature. Instagram as the main media makes it easier to market the products offered. The use of the name Basic Material itself is one of the forms of *brand image* to attract attention, because it is easy to remember and in addition through the products displayed and good service.

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