

Instagram @rumahdasi_ as a Promotional Strategy in Building Brand Awareness in 2023-2024

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ABSTRACT

Keywords

Instagram
Promotion Strategy
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This research delves into the pivotal role of building brand awareness and crafting a robust brand image within society through strategic promotion on Instagram, focusing on 'Rumah Dasi,' a tie brand established in 2020 with a physical store on Jalan Iowa. The study identifies challenges in promotional endeavors, marked by stagnant growth with each campaign, aiming to explore Instagram's promotional dynamics and the process of fostering brand creativity. Employing a qualitative descriptive approach by Kotler and Keller's theory, the research underscores the significance of brand recognition and recall in shaping consumer purchasing behavior. The findings illuminate effective Instagram promotion strategies and the underlying principles essential for successful brand cultivation, facilitating broader audience engagement and outreach. A key conclusion drawn is the pivotal role of a communication-centric promotional strategy in augmenting brand awareness and advocating for the integration of brand awareness and Instagram promotion to streamline consumer decision-making processes. Ultimately, the study emphasizes the imperative of incorporating brand creativity into social media platforms, particularly Instagram, as a potent avenue for promotional activities.

1. Introduction

Technological advances have also made shaping a business image easier, facilitating the creation of a positive image. When selling online, buyers can provide suggestions, feedback, expressions of gratitude, feelings of satisfaction with the purchased product, evaluation of the services provided by the seller, and feedback on the packaging process. In this scenario, it fosters good awareness and sentiment. Therefore, it is crucial to prioritize brand awareness and cultivate a positive image in online business.

In marketing communications, it is vital to address the process of fulfilling human needs, which subsequently evolve into human desires. This process, known as the marketing concept, revolves around meeting human needs and desires. Essentially, communication entails conveying information, instructions, and ideas from one person to another, fostering interaction between them. Meanwhile, Kotler and Keller (2008: 172) explain that Marketing Communication is "a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell."

Marketing is a pivotal activity for companies, as every company aims to survive and thrive. However, there is often confusion between marketing and sales. It's important to understand that while sales is a component of marketing, marketing encompasses identifying the needs and desires of target market consumers and devising strategies to satisfy them. Promotion is one of the determining factors for the success of a marketing program. Regardless of the quality of a product, if consumers have never heard of it or are unsure of its usefulness, they will not buy it. The primary

purpose of promotion is to inform, influence, persuade, and remind target customers about the company and its products.

Promotion Strategy involves the planning, implementation, and control of communication from an organization to consumers and other targets. The promotional function in the marketing mix aims to achieve various communication goals with each consumer (Yumna, 2022). Promotional strategy activities employ various methods to attract interested consumers to the products offered. To communicate effectively with consumers and related parties, the promotional strategy includes components such as advertising, direct sales, sales promotion, and publicity. Rumah Dasi is a brand of clothing accessories founded for the first time in 2020.

Rumah Dasi itself derives its meaning from "house," symbolizing a place expected to be the preferred choice of proud consumers from the city of Yogyakarta. Founded in 2020, amidst the ongoing Covid-19 pandemic, this period facilitated public awareness of Rumah Dasi. Operating an online store located on Jalan Iowanu, Umbulharjo, Rumah Dasi also maintains a social media presence, particularly on Instagram, to reach a wide range of consumers. Consumers play a pivotal role in sales transactions for goods or services, striving to fulfill their life needs with maximum satisfaction. Thus, tie houses must devise effective promotional strategies to engage consumers with their products. As a new trademark, Rumah Dasi must execute mature and consistent promotions to ensure consumer awareness and recognition, positioning itself as a prominent clothing accessories brand in Yogyakarta. Effective innovation and promotion by Rumah Dasi will reinforce consumer recall and significantly impact Brand Awareness. Therefore, having a well-developed promotional strategy is imperative for a new brand.

The uniqueness of the @rumahdasi_ Instagram account lies in its branding strategy, characterized by the display of product photos on Instagram feeds using minimalist colors. @rumahdasi features aesthetically pleasing product photos, providing references for today's youth to enhance their attractiveness. These aesthetic references showcase the types of products available on the @rumahdasi_ account.

Furthermore, prior research conducted by Ki Agus M Yusuf Girian, titled "The Influence of Brand Awareness on Purchase Decisions for Clothing Distros in Mataram," focused on branding strategies employed by a Distro in Mataram, prioritizing consumer satisfaction and image building (Girian, 2020). In contrast, this research explores communication strategies, including branding efforts, undertaken by the Instagram account @rumahdasi, and its impact on brand awareness. Therefore, researchers are interested in investigating @rumahdasi on Instagram as a promotional tool for building brand awareness. In this case, the author aims to expand society's awareness of the Rumah Dasi brand. The research methodology employed is qualitative, describing how Rumah Dasi's brand awareness is implemented among a wide audience.

2. Method

This research adopts a qualitative approach employing a case study method to illustrate the implementation of brand awareness for Rumah Dasi among a broad audience. According to Yin (2012:18), a case study is an empirical inquiry that investigates phenomena within a real-life context, particularly where the boundaries between phenomena and contexts are not clearly delineated and multiple sources of evidence are utilized. As an inquiry, a case study need not span an extended period nor rely solely on data.

Jacobson (2020) emphasizes that the Case Study question should not be limited to "what" (what inquiries alone, as they are considered exploratory and less insightful in this context. Therefore, "how" and "why" questions are also imperative, as they offer more explanatory insights and align more closely with the utilization of case study strategies. The "what" question primarily seeks descriptive knowledge.

The research outcomes were derived following an interview conducted by the author with the individual responsible for Rumah Dasi's Social Media Team, namely Dicky Pranata. Additionally, documentation was facilitated through data collection from sources affiliated with Rumah Dasi.

a. Promotion Planning

Rumah Dasi strategically plans its promotions on Instagram by first determining the concept before creating content. The concept plays a pivotal role in shaping the overall strategy. Established on May 20, 2021, Rumah Dasi is located in the Yogyakarta area. The inception of Rumah Dasi stemmed from the vision of Mr. Syahrial, the individual spearheading the business, who aimed to venture into the accessories industry to provide clothing accessories for significant events in Jogja. Additionally, he envisioned assisting consumers in organizing their attire. Thus, the core idea emerged to establish a venue catering to both formal and non-formal events while aiding consumers in their dressing endeavors.

b. Determining the Target Market

The initial stage in the promotion planning process involves selecting a target audience that aligns with the promotion concept.

"The target market selected should be easily filterable based on specific criteria. For instance, office and hotel workers represent a segment that can serve as basic data" (based on an interview with the person in charge of the Rumah Dasi business, January 30 2024). From these results, it is determined that the target targets of Rumah Dasi are students to office workers. This still takes into account the price of Rumah Dasi which tends to be new and located in Yogyakarta.

The same thing was also conveyed by Dicky Pranata as marketing from Rumah Dasi.

"Yes, office workers are more aware and tidy up their appearance to meet or visit important people and it is an office person's responsibility to organize their clothes. "(Based on an interview with Rumah Dasi marketing, January 30 2024).

When establishing targets and executing promotional initiatives, the primary step involves identifying the chosen market segment or audience. In this regard, Rumah Dasi has selected students who prioritize appearance. Additionally, potential targets include individuals who directly make purchasing decisions or wield influence over these decisions.

c. Determining Communication Goals

Rumah Dasi conducts promotional activities with the primary goal of disseminating information about the brand and the products it offers, thereby enhancing brand awareness. The subsequent step involves delineating the promotional objectives set by the tie house specifically tailored to the target audience

d. Designing the Message

Promotional strategies hinge on effectively disseminating information, which can lead to dire consequences if the conveyed message or content lacks accuracy or fails to captivate interest. The communication process, from the communicator to the recipient, thrives when the primary message remains the focal point of the communication.

Therefore, the tie house in building its brand has organized stages, starting from determining the target market to designing the message it wants to convey to its consumers.

3. Results and Discussion

Brand awareness holds considerable sway over purchasing decisions, signifying consumers' familiarity with a brand. Brands confer substantial advantages for both producers and consumers. For consumers, brands impart value by instilling perceptions and beliefs in products, prompting consumers to associate with and purchase them without hesitation, often at premium prices (Fawzi et al., 2022). Consumers are inclined to pay more for products endorsed by a brand that guarantees consistent quality and embodies certain values. The absence of a brand leaves consumers feeling vulnerable to undesirable outcomes beyond their expectations. Prior to making purchasing decisions, consumers must acquaint themselves with various brands available in the market, underscoring the importance of brand awareness.

Purchasing decisions constitute a segment of consumer behavior, which encompasses actions directly involved in acquiring and selecting products and services, encompassing the decision-making process preceding and succeeding these actions. Building brand awareness is a gradual process, exemplified by initiatives like brand recall.

Brand recall refers to consumers' ability to recollect a brand from memory when presented with a product category. Needs are fulfilled when the purchase category or situation serves as a guide. Subsequently, at the top of the mind stage, customers remember the brand as the foremost consideration when discussing a particular product category, placing it in a privileged position. The brands entrenched in consumers' minds are influenced by supporting factors such as promotions conducted by companies. Promotion stands out as a pivotal determinant of marketing program success; irrespective of product quality, if consumers are unaware of or uncertain about a product's utility, they are unlikely to make a purchase (Mardiyanto & Giarti, 2019; Tjiptono, F ; Anastasia, 2016)

Advertising is a prevalent medium used by companies to disseminate information about products. It serves various purposes, including informing, persuading, and reminding consumers (Tjiptono, 1997). The crux of advertising lies in implanting ideas in consumers' minds and spurring them to take action. Advertising efforts often yield immediate sales, although many sales materialize over time. Thus, the overarching objective of advertising is to bolster profitable sales.

4. Conclusion

Brand awareness plays a pivotal role in shaping a company's brand identity. However, achieving robust brand awareness demands consistent and unwavering branding strategies. Building a brand cannot be accomplished overnight; it requires steadfastness and persistence.

In line with communication strategy discussions, Rumah Dasi exhibits consistency in fostering brand creativity within the community, with a focused approach on the target market. The brand has garnered positive feedback from consumers, who attest to its inviting and hygienic environment, as well as the quality of its merchandise. Rumah Dasi maintains consistency not only in the materials it offers but also in upholding cleanliness and ensuring consumer comfort.

This research underscores Rumah Dasi's success in cultivating brand awareness among consumers as a purveyor of cleanliness and comfort. Through its branding strategy, Rumah Dasi comprehensively addresses various facets, thereby bolstering its credibility as a brand. Additionally, favorable reviews on platforms like Google Business further bolster its brand reputation. In essence, Rumah Dasi exemplifies the importance of consistency and quality in brand building, which has resulted in a positive perception among consumers and enhanced brand awareness..

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