

## **Utilizing Instagram Social Media for Photo Corner Promotional Services in Surabaya**

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### **ABSTRACT**

The Creative Industries potential has grown along with the development of Visual Communication Design science as well as the technology development. Photo corner service is one type of business that was born from the Visual Communication Design and technology development. However, the photo corner bussiness in Surabaya has a high level of competition so that the photo corner bussiness owner must have special way in promotion in order to be able to compete with its competitors. Social media is one of the promotional media that is currently becoming a trend. The benefits of social media for this promotion are interesting to investigate due to the high number of social media usage these days. Through this research is expected to know the benefits of social media for promotion, especially on photo corner service business.

Keywords: Visual Communication Design, Photo Corner, Promotion, Social Media, Surabaya.

### **ABSTRAK**

*Potensi Industri Kreatif semakin berkembang seiring dengan berkembangnya ilmu Desain Komunikasi Visual dan juga perkembangan teknologi. Jasa photo corner adalah salah satu jenis usaha yang terlahir dari perkembangan ilmu Desain Komunikasi Visual dan perkembangan teknologi. Akan tetapi usaha photo corner di Surabaya memiliki tingkat persaingan yang cukup tinggi sehingga para pelaku usaha photo corner harus memiliki cara khusus dalam berpromosi agar mampu bersaing dengan para kompetitornya. Media sosial adalah salah satu media promosi yang dewasa ini sedang menjadi tren. Manfaat media sosial untuk promosi ini adalah hal yang menarik untuk diteliti dikarenakan tingginya angka penggunaan media sosial akhir-akhir ini. Melalui penelitian ini diharapkan dapat diketahui manfaat media sosial untuk promosi terutama pada usaha jasa photo corner.*

*Kata Kunci: Desain Komunikasi Visual, Photo Corner, Promosi, Media sosial, Surabaya.*

## RESEARCH BACKGROUND

The Creative Industries potential has grown along with the development of Visual Communication Design science as well as the technology development. Photo corner service is one type of business that was born from the Visual Communication Design and technology development. The definition of photo corner / photobooth is photography service using a background to an event, where the event can be birthdays, weddings, or product launching event, and other events, which usually allocated as souvenirs for the guests and the event organizer to do photos, Martua Sianipar (2012).



Figure 01. An example of a photo corner

Business owners in the photo corner in Surabaya are plenty enough, based on an interview with Mr Andanu Samudra as regional manager of PT Samafitro, who is the supplier of the HITTI printer which commonly used in photo corner business, he said that in a month HITTI printer machine sold at least 10 units, the printer machine is partially sold to the re-seller and some others sold to the photo corner business in Surabaya. Based on sales figures obtained from PT. Samafitro, he interpreted that there are  $\pm$  100 photo corner business players in Surabaya that use HITTI printer machine, the figure does not include the number of photo corner business owner that using other brand of printer machines, such as Kodak and Fitolusio.

With the high level of competition in the photo corner business then each photo corner business owner must have a special way in promoting in order to compete with its competitors. Social media is one of the media campaign that is currently becoming a trend. According to Aloysius At Abdullah (2016) today there are two types of marketing namely offline marketing and online marketing, where the definition of offline marketing is marketing which done by meeting directly with customers or clients, while the definition of online marketing is marketing by using website. Utilization of social

media is one of the online marketing application, social media that is often used today is Facebook, Instagram, Path, Twitter and Blog. In a study conducted by Abdullah Umar (2016) toward 200 SMEs, it found out that 115 SMEs (57.5%) had social media for their business, 23 SMEs (11.5%) had 5 social media for their businesses, and 63 SMEs (31%) has no social media for his business.

According to data from the We Are Social research firm at the beginning of 2017, the number of active users of social media has steadily increased. As early as 2017, the number of active users increased by 51% compared to the previous year. Total active users currently reach more than 132 million people. From this amount, the average user spends is 8 hours 44 minutes per day, the average time spent visiting social media is (62%) and using search engines is (32%).

The benefits of social media for this campaign is an interesting thing to study because of the high number of social media usage lately. Through this research is expected to be known the benefits of social media for promotion, especially on photo corner service business.

## **LITERATURE REVIEW**

### **Definition of Visual Communication Design**

The visual communication design consists of three words, the design comes from the Latin (designare) where the meaning is to design or plan. Communication which has the definition of delivering a message from the messenger addressed to the message recipient by using a media with a specific purpose. Communication is comes from English communication derived from the Latin "communis" which has the meaning "similar", so then communication is considered as a process to create a similarity of thought between the sender and receiver. Visual means everything that can be responded to or processed by the sight sense where the word visual comes from the Latin word videre which means to see. So that visual communication design concluded as an art in conveying a message by using figure language which is delivered by using a media in the form of design that aims to deliver information, influence thus change the behavior of target audience according with the goals to be achieved. While the visual language used in the form of sign symbols, graphics, typography / letters, illustrations pictures / photos, and so forth. (Rakhmat Supriyono, 2010)

The function of visual communication design according to Ardiansyah Gumay (2015) is: As a means of identification, an identity can help to tell about a person, as well as a product, if the product has an identity, it will be easy to reflect the quality of the product and easily recognizable and remembered. As a means of information and instructions, where visual communication design is able to show the relationship between a thing with another. As a means of presentation and promotion where visual communication design can play a role as a mean of presentation and promotion in conveying the message, by utilizing visual graphic elements therefore to be able to make the message easier to remember.

### **Definition of Social Media**

Social media is an online media where the media users are able to participate in creating and sharing content with other users where social media includes, blog, social network, forum, Wiki, and virtual world (Umami 2015: 198)

With the social media existence, communication and promotion system between producers and consumers has experienced a revolution (Hutter & Hautz, et al: 2013) because social media is able to change consumers who wah formerly act only as passive participants, but currently consumers are able to participate in creating content and influencers or factors capable to influence in the promotion. In addition, social media is also useful as an online discussion forum, monitor customers online, conduct customer surveys, record dealer needs, record supplier needs, and to display product galleries (Priambada, 2015)

### **Definition of Promotion**

According to Kotler and Keller on Samosir and Prayoga K. (2015) explained that the sales promotion is the core of a marketing campaign that is usually done in the short term which is designed to improve the purchase faster or greater purchases of a particular product or service. A good promotional strategy will assist consumers in choosing goods / services, because the promotion can introduce as well as inform the advantages of a product/service. Consumers will be more likely to buy product/service that they had never seen or heard before, otherwise if consumers have never seen or heard about a product, then consumers will tend to doubt the quality of the product / service. Therefore, promotion also determines the success of the company.

### **Definition of Photo Corner**

The definition of photo corner / photobooth is photography service using a background to an event, where the event can be birthdays, weddings, or product launching event, and other events, which usually allocated as souvenirs for the guests and the event organizer to do photos, Martua Sianipar (2012).

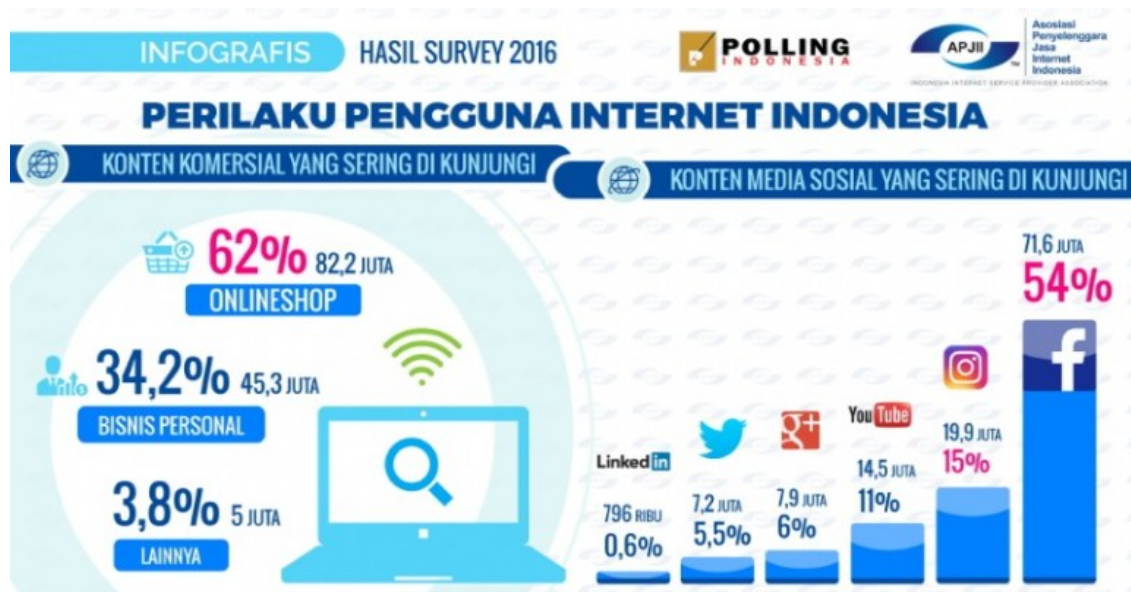
## **RESEARCH METHOD**

In this research using descriptive qualitative research method, where, according to Mayer and Greenwood on Silalahi (2010) is a research that refers more to the character identification which distinguish characteristics of the group, objects, people or events. According to Shienny (2016) qualitative description research involves the conceptualization process and also produces a classification scheme, which qualitative descriptive research describes the use of social media as a promotional media. Primary data in this study are data obtained from interviews from various sources who have been frequently involved in the use of social media, in the form of interpretation of various questions, and observation of the use of social media as a means of promotion. Secondary data from this research is data obtained from the literature, and data from the internet about the use of social media as promotional means

## **DISCUSSION**

The appearance of new media lately provide many opportunity for business owner to develop their business by utilizing these new media. Social Media is one of the media that become a popular choice for business owner, because compared to other media, they have advantages namely: social media categorized as cheap, only requires an email account to create a social media account, in which to create this email account also does not require any cost. Even though the social media does not require expensive cost,

however but has a wide coverage when compared with other media. This is due to the development of internet technology nowadays, it is known that internet users in Indonesia on 2016 is about 132.7 million people, from the total population of Indonesia which as much as 256.2 million people, Yoga Hastyadi (2016). From the number of internet users there are approximately 95% of those users are using internet to access social media, where the most visited social media site is Facebook by 54% and second most used social media is Instagram of 15%



**Figure 02 Internet User Behavior Data Based on the Content Visited**

Source : : <http://isparmo.web.id/2016/11/21/data-statistik-pengguna-internet-indonesia-2016/>

Social Media existed today is also designed in such a way that can be easily used by its users so that everything can be done by the users themselves either in providing updates or posting promotional materials or news related to the followers interest of social media accounts, without requiring involvement from other parties. Another advantage of social media is the relationship between one social media with other social media, for example the account from Instagram related also with the Facebook account, all material / news / updates that we post in Instagram account will also appear on Facebook account therefore are able to covers all user who follow the associated Instagram and Facebook accounts.

From the existing social media media, it is found that the most commonly used social media for promotional purposes is Instagram. It match with the research that has been done by Gumgum (2015) about the use of social media as a means of promotion by the creative fashion industry manager in Bandung city, it is found that Instagram became the most widely used social media that reached 86%, then Facebook about 74% and Twitter about 64%. The least used of social media is Pinterest which is about 12 percent or used by about 8 industry administrator. This is due to the existence of the features provided by Instagram which is very helpful in terms of promotion such as hashtag features that can help for promotional material / news or updates that have been post can easily be seen by the follower. Besides having high traffic Instagram is also supported by third-party paid applications that can be used to select the target audience and follower therefore the post can be more effective and to be more accepted by target audience and can be used to increase traffic from Instagram account.

From the Instagram itself also provides a paid service promotion therefore it can display Instagram account to the users even though those users has not followed the Instagram account that done the promotion. Companies that can use Instagram for promotional tools are not limited by certain types of businesses, but most users of Instagram are people aged 18-40 years so it match to the target market from business photo corner too.

In using Instagram for promotional means, it depends on the material / news / promotion which is posted or distributed to the followers. It is attempted that the material in the post is quite interesting to be re-shared by the follower (shareable content) so that the post could cover broader target audience. Content / materials that are commonly posted or shared by some photo corner businesses that already used Instagram as a promotional means are the photo coverage on the ongoing event that is expected with the hashtag service of the ongoing event, the content / material that has been posted can viewed or accessed by guests of the event, although guests do not follow from the photo corner vendor's account at the event. Every post that has been shared can also serve as a portfolio for the photo corner business owner, therefore facilitate the prospective clients to see the photos output. In addition promotion post can also use the celebrity endorsement post for promotional purposes, the definition of celebrity endorsement according to Shimp on Dita Et al (2016) is utilizing a public figure or celebrity (celebgram which is known by many people to promote a product or Instagram account so it would be known by that celebrity's follower therefore to be able to improve image and credibility in an endorsed product that is closely related to the credibility of the public figure or celebrity).

Based on the interview results with an expert Mr Albert, as the business Photo Corner owners Loco-Loco, he stated that when posting on Instagram we need to pay attention to the use of language, have to consider the event or current program then it can be determined whether using Indonesian language or using English, using a formal language style or using an informal language, since it is closely related to the mindset of the invitees, for example: if serving a product launching event from a formal company, it is necessary to use a formal language also as it is closely related to the company image which organizes the event as well, or when serving the 17th anniversary event usually use English can be more acceptable, since it is more familiar with the event guests which majority are teenagers aged 16-17 years. In Instagram post it is also necessary to highlight the frame design from the photo corner vendor, since the frame design is part of the product therefore photo corner vendors are able to increase awareness toward the photo corner brand. Design frame is also concerned greatly by the customers or prospective customers besides from the photo result from a photo corner vendor, where the frame design is also highly represent of a brand from a photo corner vendor, in the frame is also printed contact details from a photo corner vendor.

Another thing to be noted in Instagram posts for photo corner vendors are in the use of the hashtag. By utilizing hashtag hence a photo corner vendor is able to increase follower on its account. The more follower on a photo corner vendor account resulting higher percentage to make transactions with the vendor. Beside hashtag mention feature can also be used on Instagram, which can mention with other vendors involved in the event, such as photographer vendors, and EO vendors.

Based on interviews with Mr. Alvin, as the owner of Visual Cast, a brand consultant who often handles social media management from big companies. he stated that in Instagram posts must have content which liked by the target audience, in order to be

able to create good interaction with either like, share, or comment from the relevant post, the higher the interaction with an Instagram account, then post the account will appear first on the Instagram screen of its follower, therefore postings will be easy to see and remember. The content of the post is not entirely about selling, but can also be in consultation with matters related to the account, or related tips. Can also post promotions namely discounts and others within a certain time. Or posting endorse by using the celeb-gram to increase the credibility of the Instagram account and re-post / sharing the posts from the follower in the form of testimonial about that Instagram account and can also serve to increase credibility. Mr. Alvin also stated that most people access Instagram from Monday to Friday, they usually accessing during lunch, or while relaxing after work, which is when it's best to post on Instagram.

## **SUMMARY**

The emergence of new media is really opening up new opportunities for business owner, especially with the emergence of various social media that offers a variety of new alternatives for business owner in doing promotion. Based on the review above, it is found that Instagram social media is the favorite for business owner in doing promotion, this is due to the features provided by Instagram which is very helpful in terms of promotion such as hashtag features that can help so the promotional material / news or updates that have been post to be easily seen by the follower. Besides having high traffic, Instagram is also supported by the paid application from third parties which can be used to select the target audience and follower therefore can make the more effective post to be more widely accepted by the target audience and can also be used to increase traffic from Instagram account. From Instagram itself also provides a paid service promotion, therefore can display Instagram account to the users even though the user has not followed the Instagram account that distributed the promotion. Companies that can use Instagram for promotional tools are not limited by certain types of businesses, but most Instagram users are people aged 18-40 years, so it match with the target market of the photo corner business as well.

When using Instagram must pay attention to the content that liked by the target audience, in order to be able to create good interaction with like, share, or comment from the relevant post, the higher the interaction with an Instagram account, then the account posts will appear first on the Instagram screen from its follower, so the post will be easy to see and remember. The content of the post is not entirely about selling, but can also be in consultation with matters related to the account, or related tips. Can also post promotions namely discounts and others within a certain time. Or posting endorse by using the celeb-gram to increase the credibility of the Instagram account and re-post / sharing the posts from the follower in the form of testimonial about that Instagram account and can also serve to increase credibility.

It also necessary to consider the language use, it need to be adjusted with the ongoing event or program. In Instagram post it is also necessary to highlight the frame design from the photo corner vendor, since the frame design is part of the product therefore photo corner vendors are able to increase awareness toward the photo corner brand. Another thing to be noted in Instagram posts for photo corner vendors are in the use of the hashtag. By utilizing hashtag hence a photo corner vendor is able to increase follower on its account. The more follower on a photo corner vendor account resulting higher percentage to make transactions with the vendor. Beside hashtag mention



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