

## Instagram Social Media As A Means Of Supporting Information And Promotion At PT. AIK Cheong Indonesia



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### Abstract

Currently, the development of the world of information technology is growing rapidly, and information is important because, with information, everyone can easily get what they want. Dissemination of information is the dissemination in the form of multimedia through print media or electronic media, from which the public can obtain information. PT. Aik Cheong Indonesia is a distributor of Lacha Malaysia on 1 Jl, Indonesia. Imam Bonjol Panunggangan Barat, Cibodas District, Tangerang City, PT. Aik Cheong Indonesia, the time of its establishment was not long enough. PT. Aik Cheong Indonesia, relatively new, still uses oral and written media, PT. Aik Cheong Indonesia needs Instagram social media to support information and promotion of PT. Aik Cheong Indonesia informs the public, especially potential customers, that they are interested in ordering various products from PT. Yichang Indonesia. Currently, the types of media that support information vary. Social media is an information promotion and promotion strategy developed by companies to increase revenue. Social media that can provide information to the public can communicate well. For the community, the information generated in this way can add value, selling point, and company pride, as an alternative problem solution. It is necessary to design effective promotional media in the form of Instagram social media to attract the attention of all potential consumers. Social media that can provide information to the public can communicate well. For the community, the information generated in this way can add value, selling point, and company pride, as an alternative problem solution. It is necessary to design effective promotional media in the form of Instagram social media to attract the attention of all potential consumers. Social media that can provide information to the public can communicate well. For the community, the information generated in this way can add value, selling point, and company pride, as an alternative problem solution. It is necessary to design effective promotional media in the form of Instagram social media to attract the attention of all potential consumers.

Keywords: Social Media, Information, Promotion, Network Marketing.

## 1. Introduction

Instagram social media is one of the rapidly growing technologies nowadays that is often used by all circles of children, teenagers to adults, Instagram itself is one of the media platforms that has a very high number of users. The development of the world of trade in Indonesia is currently progressing very rapidly [1]. We can find various types of fashion, furniture, and culinary sales easily through Instagram Social Media in various big cities in Indonesia. In modern times, Indonesian people are no stranger to Indonesian Aik Cheong. Aik Cheong Indonesia is a distributor of tea drinks in Malaysia which has been present for the first and only one distributor in Indonesia, namely PT. Aik Cheong Indonesia. As a promotion and information has been created by humans to make it easier to do their work. One of the rapidly growing technologies is technology in the multimedia field [2]. For example, social media, namely Instagram, the company uploads Teh Tarik products on social media because it will increase the company's income. PT. Aik Cheong Indonesia has various kinds of Teh Tarik products and other beverages including Cafe art Matcha, Cappuccino, Chocolate, and several other types, which are Teh Tarik products from Malaysia and have been given the MUI Halal label in Indonesia so that sales of Malaysia Teh Tarik products have been accepted by public. For example, social media, namely Instagram, the company uploads Teh Tarik products on social media because it will increase the company's income [3]. PT. Aik Cheong Indonesia has various kinds of Teh Tarik products and other beverages including Cafe art Matcha, Cappuccino, Chocolate, and several other types, which are Teh Tarik products from Malaysia and have been given the MUI Halal label in Indonesia so that sales of Malaysia Teh Tarik products have been accepted by public. For example, social media, namely Instagram, the company uploads Teh Tarik products on social media because it will increase the company's income [4]. PT. Aik Cheong Indonesia has various kinds of Teh Tarik products and other beverages including Cafe art Matcha, Cappuccino, Chocolate, and several other types, which are Teh Tarik products from Malaysia and have been given the MUI Halal label in Indonesia so that sales of Malaysia Teh Tarik products have been accepted by public. Company Profile is a company asset in marketing a product that can increase the image or image of the company to establish cooperation with prospective resellers, institutions and other relevant agencies. Company Profile serves as a sign or company identity, so that it is easy to be recognized by the general public, and one of the social media, media that shows that Instagram is the right social media to be used as a promotional media [5].

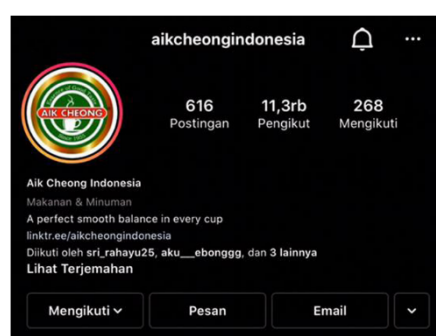
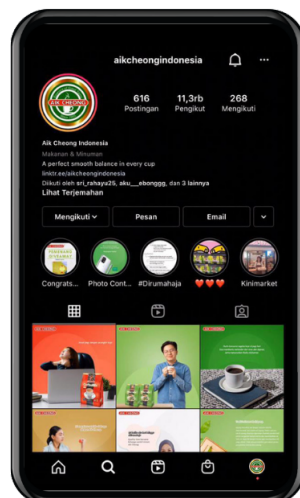


Figure 1. Homepage



**Figure 2.** Social Media

PT. Aik Cheong Indonesia has 11,3K Followers on his Instagram account (@aikcheongindonesia). The photos contained in this account are classified as artistic and not arbitrary. Internet Marketing is marketing that is done using the internet or online. Internet marketing is a medium that can increase sales results or make a brand more famous [6]. The internet is one of the very good media to provide information to the public and the media to sell products owned by the company.

Social Media is an online media where users can easily participate, share, create content or writing as a promotional medium and one of the sources to get 'income'. make it easier for companies to provide various information on activities or events run by the company.

## **2. Research Method**

Based on the description of the background above, the formulation of the research conducted by the author is "SOCIAL MEDIA INSTAGRAM AS A MEANS OF SUPPORTING INFORMATION AND PROMOTION IN PT. AIK CHEONG INDONESIA." To clarify the focus of the problem to be studied in this study, the research problem formulation is as follows:

1. Why choose Instagram as one of the promotional media?
2. What are the benefits of promotion using Instagram social media?
3. Factors to Make Instagram Effective as a Promotional Media for Aik Cheong Indonesia?

### **2.2 Literature Review**

The following is a list of literature reviews used in this study:

1. Research conducted by Mikharisti Tampubolon, Yuliani Rachma Putri, Nur atman with the title "Coffee shop Promotion Strategy through Instagram social media (Descriptive Study on the @CREMATOLOGY account)" This study discusses promotional strategies on social media so that they are easily found by the general public.
2. Research conducted by Maimunah, Lusyani Sunarya, Nina Larasati with the title "Media Company Profile as a Means of Supporting Information and Promotion".

3. Research conducted by Mukti Budiarto, Ulis Bella, Nita Yuliana entitled "Media Promotion and Information at PT. Gardena Karya Anugrah in the form of a Video Company Profile". This study discusses the making of a company profile video using Adobe Premiere and is equipped with a storyboard.
4. Research conducted by Ahmad Kautsar, Yusuf Pajri Sutiawan, Vidila Rosalina with the title "Designing Video Company Profile Serang City with Editing Techniques Using Adobe Premiere Pro Cs5". This study discusses the method of data collection by direct observation in the field for interviews. By using Adobe Premiere Pro CS5 software as the editing process, it is equipped with storyboards and animations.
5. Research conducted by Muhammad Iqbal Hanafri. Emma Ayu Rohmawati with the title "Company Profile Multimedia Application at PT. Tuntex Garment Indonesia" This research discusses the Company Profile using Multimedia covering the whole with 3D mapping methods, simulations.
6. Research conducted by Gita Atiko, Ratih Husanah Sudrajat, Kharisma Nasionalita with the title "Analysis of Tourism Promotion Strategies Through Social Media by the Ministry of Tourism (Descriptive study on Instagram account @indtravel)" This study discusses the method of collecting direct observation data for interviews. using qualitative descriptive research.
7. Research conducted by Deru R. Indika, Cindy Jovita with the title "Instagram Social Media as a Promotion Tool to Increase Consumer Buying Interest". This study discusses consumer attractiveness through social media and measures Instagram text content.

After reviewing the existing 7 Literature Reviews, there have been many studies on social media as a means of supporting company information and promotion. Because in modern times Online Marketing has been widely used, using social media as a source of income and company promotion, which is easily searchable by the general public who have social media accounts, therefore the author discusses "Instagram Social Media as a Means of Supporting Information and Promotion At PT. Aik Cheong Indonesia" [7].

### **3. RESULTS AND DISCUSSION**

#### **3.1 Why choose Instagram as one of the promotional media.**

After conducting interviews, the author found that Aik Cheong Indonesia does not carry out paid advertising in Indonesia for promotional activities, one way Aik Cheong Indonesia markets its products through social media, besides that according to data obtained by the author from Aik Cheong Indonesia that they carry out promotional activities in the media [8]. social media to be easily recognized by the public and obtain information on activities or events carried out by the company. Therefore, the authors conclude that social media can generate sources of income, information and promotion as Online Marketing.

In addition to the data obtained by the author, Aik Cheong Indonesia has a reason to use Instagram social media because the products they offer are tea and coffee. The right way to promote through photos. Aik Cheong Indonesia chose to use Instagram because they already posted the same photo on Facebook but they got more interaction and enthusiasm from Instagram[9].

The informant argued that lately Instagram social media is very popular among the public so it is more effective to be used as a promotional media, one of the reasons for marketing to get new consumers through social media.

### 3.2 What are the Benefits of Promotion Using Social Media

In the six promotional benefits taken by the author, Aik Cheong Indonesia has received similar promotional benefits through Instagram. The author has observed the data, so the author gets a lot of information, which will be explained in the form of points as follows:



**Figure 3. Form of Ponts**

**A. Improving the Company's Brand.**

Opportunities or opportunities that allow the company to increase consumers about the company's brand (product). The vast social media network is a channel for brand "voice" and has content owned by the company. So this is very important for companies to be easily recognized by many people.

**B. Increase Brand Loyalty.**

The author obtained a study conducted by Texas Tech University, that brands or brands involved in social media get higher loyalty from customers.

The conclusion obtained by the author is that companies must be able to play the tools on social media to connect with customers in order to be able to attract potential consumers, and become loyal customers using the company's brand[10].

**C. Greater Conversion Chance**

Opportunity for companies to get conversions from every customer. Every post that the company makes on social media allows the company to gain access to new customers as well as existing customers. Customers can interact with every post made by the company, whether it is image, video, Instagram story or text content [11]. Every interaction made by a customer can lead to a website and a conversion occurs, not all interactions lead to conversions but interactions that have positive values are likely to increase to conversions.

**D. Wide Promotion Range**

Online promotion is a marketing activity without being hindered by distance. very profitable for the company because the products (brands) owned by the company are export products which are sent from the city of Malacca-Malaysia to Indonesia so that when marketing does not have a physical presence, online promotions will continue to run without thinking about the physical and online promotions are very helpful for companies to expand their target market [12].

**E. Promotion Cost Efficiency**

For online promotion, it does not incur costs like conventional promotions or marketing, companies do not need to incur operational costs. Allows companies to get customers

even companies only need to pay internet fees.

**F. Building Relationships**

Companies can build relationships with customers who have made transactions, it really helps companies to increase customer retention and companies can ask for reviews from every customer regarding the company's products, making it easier for companies to evaluate if there are errors or deficiencies and give thanks to customers [13].

**3.2 Factors to Make Instagram Effective as a Promotional Media for Aik Cheong Indonesia**

The data obtained by the author shows that online promotion media is an important aspect for business people considering its role as attracting the attention of potential consumers to make transactions or purchases of products owned by the company. The increasing number of social media users, which is always increasing every day, allows for enormous opportunities [14]. The following are the reasons for the company which are explained specifically through the following points:

**a. eWOM Via Instagram**

Internet as a virtual space or super fast information and allows the transfer of information electronically. Lee M and Carla Johnson 2007:382). Currently, WOM activities can be carried out via the internet. According to Schiffman and Kanuk (2010) they define eWOM as a word of mouth that is done online. Another definition of eWOM is a WOM message delivered via the internet and an eWOM message delivered by consumers (potential consumers, real consumers and former consumers). Through interviews and observations that have been made by the author, the authors found many things that indicate the existence of eWOM that occurred to Aik Cheong Indonesia. The eWOM that researchers can find is in the form of customer reviews given either through photos uploaded to their personal Instagram accounts or in the comments column[15].

**b. Reachable**

Marketing communication can be said to be successful if the communication is carried out properly and many parties are involved from the internal to external scope of the organization, communication either directly or indirectly.

**4. CONCLUSION**

PT. Aik Cheong Indonesia uses social media Instagram as the main promotional media because the products offered by PT. Aik Cheong Indonesia is in the form of Teh Tarik, Coffee and Cake, so the right way to promote it is in the form of photo media. In addition to social media Instagram PT. Aik Cheong Indonesia uses social media Facebook and Twitter as promotional media and they have tried to post the same photo but they get more interaction on Instagram via Direct Message. They use a cellphone camera and then edit it in Photoshop so that the photos are more attractive so that people are interested in buying the products in the photo, and have a Susana Classic Concept strategy so that it is good and in accordance with the Company. Several factors make the @aikcheongindonesia instagram account can be considered effective as a promotional media because Instagram can be an eWOM medium. In addition, Instagram is also a low-cost medium compared to TV, Radio, Magazines, Billboards, etc. Instagram is also effective because it can reach a very wide audience. By using Instagram, users can also carry out activities that are easy to share, so that news and information that will be disseminated can be spread widely.

**5. SUGGESTIONS**

The following suggestions are given by the author: In order to get more effective results PT. Aik Cheong Indonesia as well as adding several other strategies and promotions using Instagram besides that Admin PT. Aik Cheong Indonesia must monitor and activate other social media and must be more active on social media.

PT. Aik Cheong Indonesia should keep abreast of the nature of its target market and be prepared to update its marketing strategy in the future because technology will continue to develop and one of the characteristics of the audience follows the times. In addition, you must maintain the current marketing strategy.

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