# Analysis Of The Advertising Effectiveness Of The Management Study Program Of The Darmajaya Institute Of Informatics And Business Through Instagram With An Approach Customer Response Index (CRI)

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| Article Info | ABSTRACT |
|---|---|
| **Keywords:**<br>Advertising Effectiveness,<br>Marketing Strategy,<br>Instagram,<br>Customer Response Index. | Analysis of Advertising Effectiveness Through Instagram in the Management Study Program IIB Darmajaya with the Customer Response Index (CRI) Approach aims to identify the success of advertising carried out by the Management Study Program at IIB Darmajaya through the Instagram social media platform. This study uses two important analytical frameworks, namely the Customer Response Index (CRI) to evaluate the competitive position of the study program in the use of Instagram as a marketing tool. CRI helps in assessing the relative position of the study program compared to its competitors in the realm of social media. Through this methodology, the study will explore the effectiveness of advertising campaigns carried out on Instagram. Overall, the results show that, while marketing strategies have been successful in creating awareness and understanding, there is room for improvement in increasing interest and turning intentions into tangible actions. For this reason, a more in-depth analysis of the factors that cause obstacles in the conversion process is needed, so that marketing strategies can be adjusted to improve the performance of study programs in the market. |
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## INTRODUCTION

Digital marketing is a strategy that involves using digital technology and online platforms to promote products, services, or brands to a target audience. In this case, social media such as Instagram, Facebook, Twitter, TikTok, YouTube, and websites are used to attract consumers to use services or buy products produced by companies (Hidayati, Pungkasanti, and Wakhidah 2020). Digital marketing allows business people to better monitor and meet the needs and preferences of potential consumers, while potential consumers can easily access product or service information through the internet, making searching for products or services more practical (Rahmadanti, Aditasari, and Wibawa 2021). Social media is a platform used by consumers to share text, images, sounds, and video information with both other people and companies (Galih Ramaputra and Asnusa

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2023).

Digital marketing strategies through social media, especially Instagram, have become very important for every company or institution. Instagram is one of the fast-growing social media that allows businesses to place ads independently. Instagram has various advantages, including ease of use and accessibility for people from all walks of life. In addition, Instagram combines interesting visual and audiovisual elements, allowing users to share photos or videos, edit them with filters, add captions, and interact through likes, comments, or hashtags.

This study aims to analyze the effectiveness of advertising and marketing strategies of the IIB Darmajaya Management Study Program through Instagram using the CRI method. Based on observations of the Instagram account @join.managementmen_darmajaya, it was found that advertising campaigns tend to use hard selling methods that receive less interaction from users. Meanwhile, even though the number of followers is superior to similar accounts from other private universities, interaction on social media is still low. Advertising effectiveness is an important factor in marketing strategies. One method to assess the effectiveness of advertising is to use the CRI model, which evaluates the audience's response from awareness to purchase action.

Marketing strategy is a marketing logic that is expected to help a business unit achieve its marketing goals. This strategy includes decision-making related to marketing budgets, marketing mixes, and marketing resource allocation. Marketing strategy describes how various marketing activities or programs will affect the demand for a product or product line in a particular target market (Ismail 2023). In general, a marketing strategy is a comprehensive, integrated, and directed plan in the field of marketing goods and services. This strategy includes goals, policies, and rules that provide direction for marketing efforts. Marketing strategies aim to achieve optimal results(Faizaty and Laili 2021). This definition treats marketing as a social and managerial process in which individuals and groups acquire their needs and desires by creating, offering, and exchanging something of value. According to Winardi, the marketing strategy implemented by the company is the result of the merger of various marketing components.

The marketing mix, or marketing mix, is a set of strategic components that a company uses to market products or services to customers. According to(Ernestivita, Ramaputra et al. 2023), there are four variables in the marketing mix, namely first, Product is a combination of goods and services offered by the company to the target market. Second, Price is the amount of money that customers have to pay to get a product. Third, Place is a company activity that makes products available to target consumers. Fourth, Promotion is an activity that communicates the advantages of the product and convinces consumers to buy it.

Digital marketing has grown rapidly along with the advancement of technology and the internet. In the ornamental plant business, digital marketing is important to create a digital footprint that allows the business to be recognized by a wider market. Although digital marketing is not new, this concept has been around since internet 1.0. The three

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main factors of digital marketing are the use of digital media, digital approach to customers, and interaction with them (Restiani Widjaja and Wildan 2023).

Advertising is a form of information conveyed by individuals, institutions, or companies about a certain product or brand, with the aim of attracting public attention to buy or use the product, either in the form of goods or services(Fathurrochman et al. 2021). Advertisements can appear in various media, both offline (newspapers, magazines) and online (television, internet(Lukitasari and Nirawati 2021). As a marketing communication instrument, advertising plays an important role in building brands and communicating the company's image to the public. According to(Crystallography 2023), advertising can be classified based on function, medium used, and goal to be achieved.

Effectiveness is the ability to carry out a task or program well. Ad Effectiveness is measured based on the level of achievement of a pre-planned goal. According to Kurniawan, effectiveness is a measure of the achievement of planned goals Irwan and Riwinoto 2021), while Susanto emphasized that effectiveness is related to the ability of messages to influence(Restu Windayani et al. 2023). Effectiveness can be measured through the first variable, Awareness is the level of individual awareness of a brand or product. Second, Comprehend is the understanding of potential customers about the product before they make a decision. Third, Interest is the interest that arises after understanding the product. Fourth, Intentions is the desire to buy a product after feeling interested. Fifth, Action is the final stage where consumers take action to buy the product.

Social media is a new set of communication tools that allow for interactions that were previously unavailable to the general public (Putra et al. 2020). Marketing through social media allows companies to achieve marketing goals and build brand communication through visual content such as images and videos(Fidyah 2020). According to (Rahmi et al. 2021), one of the important aspects of digital marketing is social media. Social media is a platform used by individuals to share data and information in the form of text, images, audio, and video(Martono et al. 2021). The platform allows users to create personal or business profiles and share content with their audience(Juditha 2017). One of the popular social media is Instagram. Instagram comes from two words: "Insta" which refers to speed and ease, and "Gram" which is inspired by Telegram, which is used to send information quickly. The history of "Instant" is also related to Polaroid cameras, which instantly print photos after photographing objects. Instagram allows users to upload photos and videos, interact with followers through comments and private messages, and share content instantly (Aldo 2022).

## METHODS

This research is theoretical and will be carried out in two stages as a research implementation strategy in the field. In the first stage, the researcher carried out field research with a phenomenography approach in the qualitative and quantitative realms. Researchers will go directly to the target, namely the IIB Darmajaya Management Study Program, with selected informants such as the Head of the Management Study Program,

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the Secretary of the Management Department, the Dean of the Faculty of Economics and Business, and new students. Stage by stage is carried out with the aim of collecting field data to determine the level of knowledge and typology.

## RESULTS AND DISCUSSION

### Variable Awareness

In the Awareness variable, there is a question "Have you ever seen the post of the IIB Darmajaya Management study program on Instagram?" The results of the frequency analysis showed that out of 95 respondents, 90 respondents (95%) answered Yes or stated conscious. Then the remaining 5 respondents (5%) answered No or were declared unaware of the post. The next question is "how often have you seen posts on the IG of the Management Study Program in the last 3 months?". For this question, 4 answer options were made, namely "Almost every day" (4), "Several times a week" (3), "Once a month" (2), and "Less often" (1). The frequency analysis was conducted specifically for respondents who answered "Yes" to the previous question. Therefore, the results of the frequency analysis show that of the 90 respondents who answered "Almost every day"(4)= 34 respondents (38%), "Several times a week"(3)= 38 respondents (42%), "Once a month"(2)= 8 respondents (9%), and "Less often"(1)= 10 respondents (11%).

The next question is "Do you remember the post of the Management study program at IIB Darmajaya on Instagram?". For this question, 4 answer options were made, namely "Remember" (4), "Remember a little" (3), "Hesitant" (2), "Don't remember" (1). The frequency analysis was conducted specifically for respondents who answered "Yes" to the previous question. So the results of the frequency analysis show that of the 90 respondents who answered "Remember" (4)=, "Remember a little" (3), "Hesitation" (2), "Don't remember" (1) Then the two weights are recalculated by adding (3.07 + 2.89)/2 = 2.98.

### Variable Comprehend

The data analysis for the Comprehend variable is based on the question "Do you understand the information conveyed in the post about the IIB Darmajaya Management study program?". The results of the data analysis showed that of the 90 respondents (95%) who were declared aware or aware of the previous question, it turned out that all respondents' answers were categorized as "understand" or 0% of respondents answered "do not understand" or in other sentences that respondents could understand the content of the message of the advertisement post on Instagram @join.management_darmajaya. The results of the calculation of the index of the comprehend variable and the No comprehend variable are as follows:

No Comprehend = Awareness × No Comprehend
= 95% × 0% = 0%

0% This means that there are no respondents who do not understand the content of the advertisement post on Instagram @join.management_darmajaya.

Comprehend = Awareness × Comprehend
= 95% x 95%

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= 90,25% .

## Interest Variable

The data analysis for the Interest variable is based on the first question, namely "How interested are you to become a follower of the IG of the Darmajaya Management Study Program" and the second question "How interested are you to find out more about the Management study program at IIB Darmajaya after seeing the posts on IG?". The results of the data analysis showed that of the 90 respondents (95%) who stated in the previous comprehensible question that all respondents' answers were categorized as "interest" and 0% of respondents answered "no interest" or in other sentences that respondents were interested after seeing an ad post on Instagram @join.management_darmajaya. The results of the calculation of the Interest and no Interest variable indices are as follows:

No Interest = Awareness × Comprehend × No Interest

= 95% x 90,25% x 0%

= 0%

Interest = Awareness × Comprehend × Interest

= 95% x 90,25% x 95%

= 81,45%

Then the two average weights are recalculated by adding (3,82 + 3,48)/2 = 3,65.

## Intentions Variable

The data analysis for the intentions variable was based on the question "How likely are you to decide to enroll in the Management study program after seeing a post on IG?". The results of the data analysis showed that of the 90 respondents (95%) who expressed interest in the previous question, it turned out that all respondents' answers were categorized as "intention to register" or 0% of respondents who answered "no intention to register" or with another sentence that respondents were very likely to register in the Management study program after seeing the post on @join.manajemen_darmajaya. The results of the calculation of the indices of the intentions and no intentions variables are as follows:

No Intentions = Awareness × Comprehend × Interest × No Intentions

= 95% x 90,25% x 81,45% x 0%

= 0%

Intentions = Awareness × Comprehend × Interest × Intentions

= 95% x 90,25% x 81,45% x 95%

= 66,34%

66,34% respondents are very likely to enroll in the Management study program after seeing the post on @join.management_darmajaya.

## Action Variables

The data analysis for the Action variable is based on the first question, "How confident are you that the information in each post is true and accurate?" and the second question, "What action did you take after viewing the post?". The results of the data analysis showed that of the 90 respondents (95%) who stated in the previous intentions variable question that all respondents' answers were categorized as "register immediately" and 0% of respondents

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who answered "think" or in other sentences that the respondents had a stronger intention to register after seeing an advertisement post on Instagram @join.management_darmajaya. The results of the calculation of the action and no action variable indices are as follows:

No Action = Awareness × Comprehend × Interest × Intentions x No Action
= 95% x 90,25% x 81,45% x 66,34% x 0%
= 0% .
Action = Awareness × Comprehend × Interest × Intentions x Action
= 95% x 90,25% x 81,45% x 66,34% x 95%
= 44,01%
Then the two weights are recalculated by adding (3.43 + 3.08)/2 = 3.25.

The overall overview of the index calculation results for each variable with the Consumer Response Index (CRI) method which includes Awareness, Comprehend, Interest, Intentionss, and Action is as follows:
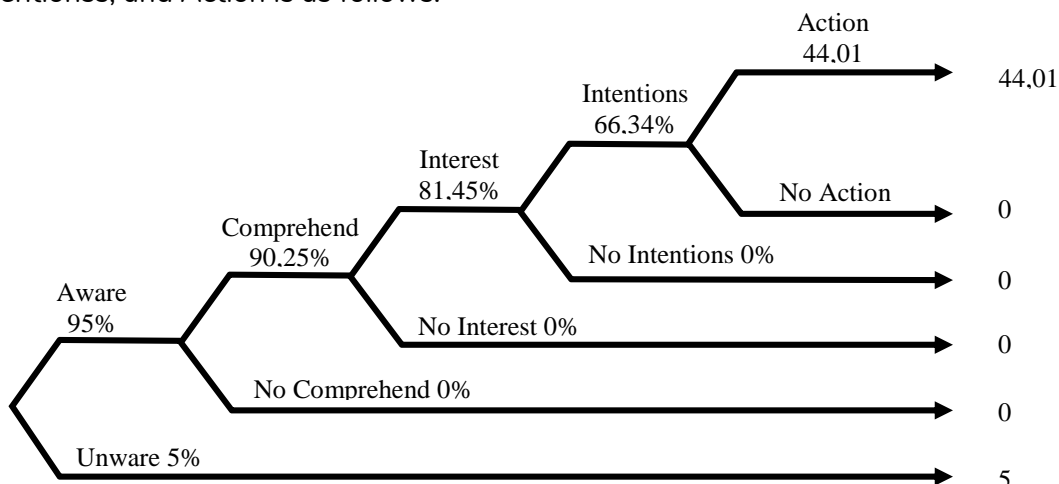


Figure 1. Customer Response Index Measurement Results

## Discussion

To provide a detailed and complete interpretation of the results of the Customer Response Index (CRI) calculation which includes the variables Awareness, Comprehend, Interest, Intentions, and Action, here is a description based on each of these variables:

## Awareness

Awareness measures the extent to which consumers know the existence of a product or brand. The results of this index calculation describe the percentage of the population that has "heard" or knows about the product. If the Awareness index is high, it indicates that marketing strategies such as advertising, social media campaigns, and promotions in general have been successful in reaching a wide audience. On the other hand, if awareness is low, it means that the strategy for disseminating product information is not optimal. This can happen if the campaign isn't targeting the right audience, or if the message distribution channel isn't strong enough.

The Awareness Index is at 95%, which means that 95% of the total population or target market is already aware of the product, while 5% has not been reached by brand promotions

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or campaigns. To increase awareness, you can consider expanding the reach of your ads, using influencers or brand ambassadors, and optimizing your presence on social media or digital platforms that suit your target audience.

## Comprehend

Comprehend measures how well consumers understand what your product or brand has to offer. This means that once consumers know the product, they must have a good understanding of the features, benefits, and value of the product. A high Comprehend Index shows that the message conveyed by the brand is easy for the audience to understand and explains the advantages of the product clearly. If the Comprehend index is low, it is likely that the communication message is not conveyed well, is too complex, or does not attract the attention of consumers. The Comprehend Index is 90.25%, this shows that only 90.25% of consumers understand the value or function of the product, even though 95% of them are already aware of it. To improve consumer understanding, product communication can be improved through more informative content, for example using educational ads, video tutorials, or clear and engaging infographics.

## Interest

The Interest Index shows how many consumers after realizing and understanding the product, show interest in learning more or using the product. A high Interest Index indicates that the product has a strong appeal after consumers understand it. This usually reflects that the product features, price, or positioning of the product are attracting the attention of consumers. If the Interest index is low despite high Awareness and Comprehend, there may be a problem with product positioning, price competitiveness, or a quality perception that is not strong enough. The Interest Index is only 81.45% of the 95% of consumers who are aware of the product, this means that most of them are interested in finding out more or considering using the product. Increasing Interest can be done by providing more attractive promotional offers, creating campaigns that encourage interaction, or highlighting a clearer competitive advantage to attract more consumer attention.

## Intentions (Purchase Intent)

The Intentions Index measures how many consumers who, after being aware of, understand, and interested in a product, have the intention to make a purchase or take further action. The high Intentions index shows that the product has succeeded in generating consumer desire to buy it. These indices are usually closely related to purchase decisions. If purchase intent is low, even if consumers are interested, there may be other obstacles such as prices that are too high, lack of product accessibility, or other external factors that make them hesitant to buy. The Intentions Index is only 66.34%, meaning that only 66.34% of those who show interest, actually have the intention to register or take the next action. This may signify there are obstacles or other considerations before they decide to buy. Increasing purchase intent can be done by lowering barriers to purchase, such as providing discounts, special promotions, warranties, or ensuring products are easily accessible through effective distribution channels.

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## Action

Action is the pinnacle of the Customer Response Index and measures how many consumers end up making a purchase or desired action. This is the most obvious indicator of the success of a marketing campaign. A high Action Index shows that the campaign successfully moves consumers through all stages from awareness to purchase. This index is also often the main focus for measuring conversions. A low Action Index despite high purchase intent can be caused by a variety of factors, including problems in the purchase process (e.g., poor shopping experience, an unuser-friendly website, or logistical issues).

The Action Index is only 44.01% of consumers who have a purchase intent, this means that many consumers have a purchase intent but do not actually make a purchase immediately. Barriers in the conversion process need to be identified and addressed. To improve the purchase action, improve the buying process to make it easier and more convenient. For example, by offering flexible payment methods, speeding up delivery, or providing additional incentives such as loyalty programs or purchase bonuses.

From the results of the analysis of the Customer Response Index, it can be drawn that each stage of the consumer journey provides important insights related to the effectiveness of marketing strategies and obstacles that may be faced. The gap between stages must be carefully analyzed to find the point where consumers "stuck" on their journey to purchase action, so that marketing strategies can be more appropriately adjusted to improve product performance in the market. This analysis helps companies design more efficient marketing strategies, focusing on improving performance at every stage, from product introduction to sales conversion.

## CONCLUSION

Based on the results of the Customer Response Index (CRI) analysis of the IIB Darmajaya Management study program on Instagram, it can be concluded that: Awareness: The level of awareness of posts on Instagram is very high, with 95% of respondents stating that they have seen the content. This shows the success of marketing strategies in reaching a wide audience. Comprehend: 95% of respondents who are aware also show a good understanding of the information conveyed in the post, with an understanding index of 90.25%. This reflects that the message conveyed is clear and easy to understand. Interest: The respondents' interest index in the study program reached 81.45%, indicating that most respondents had an interest in knowing more after seeing the post. However, this still shows the potential to increase the program's appeal. Intentions: Around 66.34% of respondents indicated the intention to sign up after seeing content on Instagram. This indicates that despite the interest, there are still obstacles that may need to be overcome to increase purchase intent. Action: The purchase action index only reached 44.01%, which indicates that although many respondents indicated an intention to sign up, not all of them immediately took the action. This highlights the need for improvements in the conversion process, such as a better user experience in registration. Overall, while marketing strategies have been successful in

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creating awareness and understanding, there is room for improvement in increasing interest and turning intentions into tangible actions. For this reason, a more in-depth analysis of the factors that cause obstacles in the conversion process is needed, so that marketing strategies can be adjusted to improve the performance of study programs in the market. To address the 5% of respondents who are not aware, it is highly recommended to expand promotional strategies, such as the use of influencers, advertising campaigns on other platforms, and increasing interaction on social media. In detail, the following can also be carried out: Optimizing Content: To improve understanding, marketing teams need to refine and add informative content, such as video tutorials and infographics, to explain the features and benefits of the course in more depth. Increasing Interest: Offering attractive promotions or incentives for prospective students, such as discounts on application fees or referral programs, can help to further increase interest. Increasing Intentions and Actions: It is necessary to conduct a more in-depth survey to identify the obstacles that respondents face in making the decision to register. This can include improvements to the registration process, more flexible payment methods, and reduced registration fees to encourage more action. Monitoring and Evaluation: Conduct periodic evaluations of the results of marketing campaigns and use data to adjust existing strategies. Track every stage in the consumer journey to find bottlenecks and optimize the conversion process. By implementing these recommendations, IIB Darmajaya can be more effective in attracting the attention of prospective students, as well as increasing the enrollment rate through more targeted and efficient marketing campaigns.

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