


Optimizing Instagram as a Digital Marketing Medium: a Descriptive Study of Tukangbangunandimedan by PT. Satu Shaff Bersama

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Article Info	ABSTRACT
<p>Keywords: Instagram, E-Marketing, Optimizing method</p>	<p>Social media is very useful for business because it can help entrepreneurs to find target markets, find out what customers want, expand market reach, expand brands, and so on. find out information about competitors. This study focuses on the effectiveness of Instagram social media as a digital marketing medium as seen from how far the reach of the Instagram account @tukangbangunandimedan reaches other Instagram users so that it can attract consumers. The purpose of this study is to determine whether Instagram is effective as a digital marketing medium for the company PT. Satu Shaff Bersama. The method used in this study is a qualitative approach with data sources originating from primary data using the observation method and secondary data using the interview method. Observation data was obtained from Instagram insight data @tukangbangunandimedan starting from November 1, 2024 to April 30, 2025, while interview data was obtained from Randy Prandana S.Kom., M.Kom as the owner of PT. Satu Shaff Bersama and founder of the @tukangbangunandimedan account. With the analysis conducted by the researcher, Instagram is a very suitable marketing channel to use. By using Instagram, PT. Satu Shaff Bersama can reach productive age consumers who have a high interest in using construction services to renovate or build new homes. Through Instagram, this company can also reduce high advertising costs and increase the company's turnover.</p>
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INTRODUCTION

The development of technology towards the digital era has experienced significant acceleration in recent years. This transformation has changed the way humans view the limitations of space, time, and distance, which previously were obstacles in communication activities and information exchange. One of the main indicators of this development is the increasing use of the internet which continues to grow rapidly, both in terms of accessibility and functionality. The advancement of information and communication technology (ICT) has made the internet a dominant communication medium and is in great demand by various levels of society. This phenomenon has also driven a shift from conventional communication patterns to forms of communication that are digital, instant, and modern.

According to Simarmata in Arizona (2017) explains that the Internet is a collection of millions of computers to obtain information from computers in the group with the assumption that the computer owner grants access permission. The progress of internet usage throughout the world is increasing rapidly. Quoted from TiNewss.Com, there were 204.7 million internet users in Indonesia in January 2022. Indonesia's internet penetration rate reached 73.7 percent of the total population in early 2022. With the internet, various kinds of information can be obtained easily. From this internet progress, various kinds of social media applications have emerged such as Facebook, Instagram, Twitter, and many more. The emergence of social media creates opportunities for people to create the desired business ventures. Social media has an important role for society, so that information exchange activities also develop to be easier, faster and more effective (Zuhri et al., 2019). Social media has a very significant role in the development of modern business, especially in helping business actors to identify target markets, understand consumer preferences, expand marketing reach, build brand awareness, and monitor competitor activities. One of the social media platforms that is growing rapidly and is in great demand by the public today is Instagram. As a product of the advancement of internet technology, Instagram is a photo and video sharing application that allows users to take pictures, record videos, apply digital filters, and share them to various social networking platforms, including the platform itself.

At the beginning of its emergence, Instagram was used more as a means of sharing personal visual content. However, over time, this platform has developed into an effective business promotion media. Many business people, both individuals and large companies, use Instagram as a medium to communicate their products or services through digital marketing strategies. Responding to this trend, since 2021, Instagram has presented various business support features, such as *real time insights* which provides analytical data on user behavior, as well as online store features (*Instagram Shopping*) that allows users to make transactions directly. However, some of these business features are premium and can only be accessed through paid services.

One business or enterprise that has used Instagram as a marketing medium is PT. One Shaff Together where this company uses Instagram with an account called @tukangbangunandimedan. PT. Satu Shaff Bersama is a construction business in Medan and has been established since 2019

providing building construction services. Currently, PT. Satu Shaff Bersama has utilized social media as an online marketing medium such as Instagram, TikTok and also websites. The target market of PT. One Shaff along with this itself is covers various segments that require physical construction or renovation services, whether on a small, medium or large scale. As of today, May 31, 2025, @tukangbangunandimedan has made 230 posts where this account has 31,400 followers and follows 878 people. From this explanation, it is the basis for writing to conduct in-depth and research related to the use of Instagram social media as a digital marketing medium carried out by the Instagram account @tukangbangunandimedan. Unlike previous studies, this study focuses on the effectiveness of Instagram social media as a digital marketing medium as seen from how far the reach of

the Instagram account @tukangbangunandimedan reaches other Instagram users so that it can attract consumers. The purpose of this study is to determine whether Instagram is effective as a digital marketing medium for the company PT. Satu Shaff Bersama.

Literature Review

Marketing

According to the American Marketing Association (1960) in Assauri (2017), marketing is the result of business activities related to the flow of goods and services from producers to consumers. Marketing not only includes the distribution process, but also aims to meet the needs and desires of individuals through a mutually beneficial exchange process. In this context, marketing activities must be able to provide satisfaction to consumers so that business continuity can be maintained and a positive image of the company is maintained. Sedjati (2018) defines marketing as all activities involved in delivering goods or services from producers to consumers, which are oriented towards meeting consumer needs and desires through exchange mechanisms. Meanwhile, Kotler and Armstrong in Priansa (2017) state that marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging something of value with others.

One of the important components in marketing is marketing mix (*marketing mix*), which consists of several strategic variables that companies use to achieve marketing goals. This concept is known as the term 7P, that is: *product* (product), *price* (price), *place* (distribution), *promotion* (promotion), *physical evidence* (physical evidence), *process* (process), and *people* (people). These seven elements are interrelated and play a role in creating value and influencing consumer perceptions of the products or services offered by the company.

Based on the study of various marketing definitions, marketing can be understood as a series of comprehensive, integrated, and systematic processes carried out by companies or organizations in order to meet market needs and desires. The process includes designing products that have commercial value, strategic pricing, communicating product value effectively, and distributing products through exchange mechanisms. All of these activities aim to realize consumer satisfaction while ensuring the achievement of organizational goals in a sustainable manner and oriented towards added value.

E-Marketing

E-marketing is a marketing strategy that utilizes internet technology with a website as the main mediator in the communication and transaction process (Susanti, 2018). E-marketing activities include the preparation of advertising materials, product searches, and the preparation of effective marketing messages to attract consumer attention. According to Tjiptono (2016), e-marketing is a strategic process that involves the development, distribution, promotion, and pricing of goods and services to the target market via the internet or digital devices such as smartphones. Currently, e-marketing is an effective and efficient marketing method, especially for digital products such as software, videos, music, and the like. An e-marketing-based marketing system makes it easier for customers to obtain product or service information quickly and efficiently, and provides satisfaction

through the creation and maintenance of good relationships between companies and clients (Budi et al., in Susanti, 2018). Based on this description, it can be concluded that e-marketing is a marketing process that uses online media, especially the internet, where consumers not only obtain information about products or services, but can also make buying and selling transactions and play an active role in promoting products and companies to the wider community through various digital platforms.

E-marketing refers to the use of digital technologies, primarily the internet, to promote products and services. According to Chaffey & Ellis-Chadwick (2019), digital marketing encompasses a broad range of platforms such as websites, email, mobile apps, and social media. The key advantage of digital marketing is its ability to target audiences more precisely and measure campaign performance in real time. Kotler & Keller (2016) argue that digital marketing not only transforms how businesses reach consumers but also how consumers interact with brands. With the rising penetration of smartphones and social media usage, businesses are increasingly shifting to digital-first marketing strategies.

Instagram

Social media marketing is a subset of digital marketing that involves creating and sharing content on social networks to achieve branding and marketing goals. Mangold and Faulds (2009) describe social media as a hybrid element of the promotion mix because it allows for both company-controlled and user-generated content.

Instagram is a visual-based social media platform that provides online photo and video sharing services. The term "Instagram" is a combination of the words "insta," which refers to the concept of speed or instant, similar to the Polaroid camera which was known as an instant photo camera in its time, and the word "gram," which comes from "telegram," a method of sending messages quickly. Thus, Instagram can be interpreted as a medium for uploading photos and videos quickly via the internet network, so that the information conveyed can be received immediately. Instagram was launched in 2010 by Kevin Systrom and Mike Krieger. Since its launch, Instagram has gained significant popularity, as evidenced by the number of application downloads reaching 10 million in the first year and continuing to increase substantially to date. This platform plays an important role in providing inspiration for its users while increasing creativity through various features provided, such as the followers system, content uploads (sharing), mentioning other users (mention), use of hashtags (hashtags), interaction through likes (like/love), and comments that can enrich the user experience in interacting and expanding the reach of content (Armayani et al., 2021). Kaplan and Haenlein (2010) categorize social media into several types, including blogs, content communities, and social networking sites like Instagram. Social media platforms enable two-way communication, encourage user engagement, and offer real-time feedback from target markets.

Instagram is one of the fastest-growing social media platforms and is widely used in marketing due to its visual nature and high engagement rates. According to Statista (2023), Instagram has over 2 billion monthly active users, with a significant portion engaging with business accounts. Its features, such as Instagram Stories, Reels, and Shopping, provide opportunities for interactive and persuasive marketing.

Hu et al. (2014) suggest that Instagram's visual storytelling capacity is particularly effective in influencing consumer perception and behavior. Visual content tends to attract higher attention and shares, especially in industries such as fashion, food, and construction services.

Effectiveness of Instagram in Small Business Marketing

Several studies highlight Instagram's effectiveness in enhancing brand awareness, customer loyalty, and sales, especially for small and medium enterprises (SMEs). According to Tuten & Solomon (2017), SMEs benefit from Instagram's low-cost nature and its ability to organically build relationships with niche audiences. Widyastuti & Susilowati (2021) conducted a case study on SMEs in Indonesia and found that consistent branding, customer engagement, and the use of localized content on Instagram significantly improved customer reach and conversion rates.

Previous research emphasizes the importance of content strategy, visual quality, hashtags, and influencer collaboration in driving engagement on Instagram. De Veirman et al. (2017) emphasize that perceived authenticity and relevance of content significantly impact user interaction and purchasing decisions. While many studies have focused on fashion or culinary brands, there is a lack of studies exploring how Instagram is applied in the construction and renovation service sector, especially in regional areas such as Medan, Indonesia. This study aims to fill that gap by examining the case of @tukangbangunandimedan, managed by PT. Satu Shaff Bersama.

METHODS

The method used in this study is a qualitative approach. According to Moleong (2017) qualitative research is research that aims to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, actions and the like as a whole and by means of verbal and linguistic descriptions, in certain natural contexts using different naturalistic methods. Qualitative analysis methods are used to observe and find out whether Instagram is effective for use as a marketing medium for the company PT. Satu Shaff Bersama. The object of this study is the use of social media Instagram account @tukangbangunandimedan as a digital marketing medium.

There are two types of data that will be used in this study, namely:

1. Primary data

According to Sugiyono (2018) Primary data is a data source that directly provides data to data collectors. This data is data obtained from observations conducted by researchers in the field by conducting an in-depth interview with an informant, namely Randy Prandana as the Founder of PT. Satu Shaff Bersama and the owner of the @tukangbangunandimedan account.

2. Secondary data

According to Sugiyono (2018) secondary data is a data source that does not directly provide data to data collectors, but through other people or through documents. In this study, the source of secondary data is the Instagram insight data @tukangbangunandimedan which started from November 1, 2024 to April 30, 2025.

This study employs a descriptive qualitative research design aimed at analyzing the use of Instagram as a digital marketing medium. The focus is on understanding how the Instagram account @tukangbangunandimedan, owned by PT. Satu Shaff Bersama, is utilized for brand communication, customer engagement, and promotional strategies in the construction service industry.

Data were collected through the following techniques:

- a. **Observation:** The researchers conducted non-participant observation of the @tukangbangunandimedan Instagram account over a period of 3 months. The content, posting frequency, engagement rates, caption styles, and visual elements were analyzed.
- b. **Documentation Analysis:** Screenshots, post metrics (likes, comments, shares), use of hashtags, and story highlights were documented as primary data sources.
- c. **In-depth Interviews:** Semi-structured interviews were conducted with the marketing team of PT. Satu Shaff Bersama to gain insights into their strategies, goals, and challenges in using Instagram for marketing.

The collected data were analyzed using content analysis and descriptive qualitative analysis techniques. The researchers categorized Instagram activities into several components: content type (educational, promotional, testimonial), frequency, visual design, hashtag strategy, and interaction patterns. The data were also compared with theoretical frameworks from previous studies on digital marketing effectiveness, social media engagement, and brand communication to draw conclusions about the strengths and weaknesses of the account's marketing approach.

To ensure the validity and reliability of the findings:

- a. Triangulation was applied by combining observation, documentation, and interview data.
- b. Member checking was conducted by cross-verifying interview data with the actual practices observed on the Instagram account.
- c. Peer debriefing with academic supervisors helped validate the interpretation of data and analysis results.

RESULTS AND DISCUSSION

Observation Data

Based on the results of the observations that have been carried out, researchers obtained insights into Instagram @tukangbangunandimedan from November 1, 2024 to April 30, 2025 and from that date, what was seen was Profile Activity, Content Reach, and Reached Audience.

Profile Activity is one of the components in the insight feature on the Instagram platform that explains various user interactions with accounts or uploaded content. Examples include the number of users who view profiles, like uploads, and interact with the user's Instagram page as a whole.

Table 1. Activity Profile 1 November 2024 to 30 April 2025

Activity Profile	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025
Profile Visits	635	667	543	772	701	770
Website Taps	15	11	10	15	17	19
Business Email Taps	0	0	0	0	0	0
Call Button Taps	32	29	35	37	38	35

Content Reach And Reached Audience

Content Reach is the number of accounts that view uploaded posts, videos, stories and reels, the data presented is also based on accounts that are followers and non-followers.

Table 2. Content Reach 1 November 2024 to 30 April 2025

Content Reach	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025
Post	2509	2687	3005	3605	3585	3670
Stories	6650	6890	6987	6782	6800	6951
Reels	678	755	734	745	780	789

Reached Audience is the number of audiences who find or view a user's Instagram page. Reached Audience is similar to Content Reach, except that reached audience displays the number of users who find the Instagram page.

Table 3. Reached Accounts by Gender 1 November 2024 to 30 April 2025

Gender	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025
Men	71.8%	87.4%	85%	88.2%	81.2%	89.3%
Women	28.2%	12.6%	15%	11.8%	18.8%	10.7%

Table 4. Reached Accounts Based on Ages 1 November 2024 – 30 April 2025

Age	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025
24-34	24.5%	25%	13.3%	21.2%	18.7%	11.4%
35-45	64.5%	65%	74.2%	54.1%	59%	67%
46-56	11%	10%	12.5%	24.7%	22.3%	21.6%

Data Value

The results of the interview between the researcher and Randy Prandana S.Kom., M.Kom who is the owner of PT. Satu Shaff Bersama and as the owner of the @tukangbangunandimedan account are as follows:

- a. Why PT. One Shaff Together using Instagram as a marketing medium?

PT. Satu Shaff Bersama uses Instagram as a marketing medium because Instagram users have an average age range of 25 to 40 years, which is a productive age with a high level of need for renovation and construction of new homes.

- b. Do you think Instagram has a positive impact on monthly turnover at PT. Satu Shaff Bersama?

For the monthly turnover of PT. Satu Shaff Bersama is greatly influenced by marketing through Instagram, especially when pressing advertisements on Instagram, the increase in turnover reached 30-50%. Therefore, the @tukangbangunandimedan account is diligent in promoting through Instagram.

- c. What difference was felt after PT. Satu Shaff Bersama used Instagram as a marketing medium?

The difference felt after PT. Satu Shaaf Bersama used Instagram as a marketing medium is the wider market reach, this can be seen from consumers who use construction services who mostly see advertisements from Instagram. So that the turnover of PT. Satu Shaff Bersama is increasing.

Analyzed Research.

According to the analyzed conducted by researchers using the two previous data, Instagram is a very suitable marketing channel, especially for the construction business at PT. Satu Shaff Bersama. This is because the purpose of using Instagram is to be able to reach more consumers where sometimes consumers do not trust the work results of ordinary craftsmen because the work method is less than optimal, and also usually the productive age of most Instagram users where their interest in building new houses and renovations is more in seeing content from social media, especially Instagram. By using Instagram, PT. Satu Shaff Bersama can reach consumers easily where this company can promote video content related to renovations and construction of new houses on their Instagram social media, namely the @tukangbangunandimedan account, where the creativity displayed makes consumers who see it interested in using the construction services of this company. In addition, the reach of productive age consumers with a high interest in renovating or building new houses mostly uses Instagram. This media for promotion in the construction sector also reduces high advertising costs where usually the target consumers obtained are less than optimal. By using Instagram, the target consumers obtained are very precise and advertising costs can also be saved and get a turnover of 30 to 50% per month.

CONCLUSION

Based on the results of the study above, it can be concluded that Instagram is very effective as a marketing medium for companies, especially for PT. Satu Shaff Bersama with the @tukangbangunandimedan account. This can be seen from the increasingly wide market reach and the increase in turnover every month. This study concludes that Instagram serves as an effective and accessible digital marketing medium for small to medium-sized businesses in the construction services sector. The case of @tukangbangunandimedan, managed by PT. Satu Shaff Bersama, illustrates how strategic use of visual content,

storytelling, hashtags, and consistent posting can enhance audience engagement and brand visibility. Key findings of the research include: Instagram enables the company to build brand awareness and trust by showcasing past projects, customer testimonials, and educational content related to construction and renovation. User engagement, as indicated by likes, comments, and shares, is strongly influenced by the quality of visuals, relevance of captions, and use of interactive features such as Stories and Reels. The company benefits from Instagram's cost-effectiveness and its ability to target local audiences without relying on traditional advertising channels. Overall, the strategic use of Instagram has positively contributed to the company's marketing performance and customer outreach. However, further improvements can be made by adopting more advanced analytics, collaborating with influencers, and integrating Instagram marketing with other digital platforms to maximize impact. The content on the Instagram account @tukangbangunandimedan is also made interesting, which is done by uploading videos and photos where the content contains everything from the initial stage of the construction survey, construction progress, to the finishing stage of the house construction process that has been done. So that from the video it can attract consumers to use construction services at the company PT. Satu Shaff Bersama.

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