

URBAN CASUAL PROMOTION STRATEGY ON SOCIAL MEDIA INSTAGRAM

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Keywords

Technology Development
Promotion Strategy
Research Results
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The purpose of this study was to determine the effect of promotion through social media on interest in buying Instagram fashion on Urban Casual account followers. The type of research that we use in this research is descriptive qualitative research. In detail, qualitative provides space for researchers to explore descriptively about the phenomenon under study, in order to obtain a policy to take action or attitude. The population in this study were all followers on the Urban Casual Instagram account. The types and sources of data in this study were collected based on the grouping of primary data and secondary data. Primary data was obtained through interviews with the owner of the urban casual, namely Muhamad Ridho Amarudin, as well as through field observations. Secondary data is data obtained from existing journals and documents, while the data collection technique is through triangulation collection techniques. Analysis of the test data used is a narrative analysis technique, where this narrative analysis focuses more on how the marketing strategy plan is carried out by the owner of Urban Casual. The conclusion in this study is that there is a significant positive effect between promotion through Instagram social media on fashion buying interest on Urban casual account followers. This is evidenced from the results of the sales table in 2019 to 2021. where this narrative analysis focuses more on how the marketing strategy plan is carried out by the owner of Urban Casual. The conclusion in this study is that there is a significant positive effect between promotion through Instagram social media on fashion buying interest on Urban casual account followers. This is evidenced from the results of the sales table in 2019 to 2021. where this narrative analysis focuses more on how the marketing strategy plan is carried out by the owner of Urban Casual. The conclusion in this study is that there is a significant positive effect between promotion through Instagram social media on fashion buying interest on Urban casual account followers. This is evidenced from the results of the sales table in 2019 to 2021.

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1. INTRODUCTION

Strategy is a plan to use potential facilities and existing facilities to increase the efficiency of the target activity. In general, strategy can be in the form of arc management to act in an effort to achieve predetermined goals. (Dadi, 2014; Johar Rahmah, Hanum Latifah, 2016; Nulhaqim & Sulastri, 2019). Sales promotion is a company activity to sell products that are marketed in such a way that consumers will easily see them and even with certain placements and arrangements, the product will attract the attention of consumers. (Tasruddin Ramsiah, 2015; Dadi, 2020; Poluakan et al., 2019; Nurwati & Nandang, 2020). In the business world, promotional strategies are like a heart for the smooth running of a business. The flow of globalization is unstoppable and has entered various businesses. The purpose of promotion is to introduce products to customers, so that sales increase so that they get high profits. However, of course it must be preceded by the introduction of the product to the public. Not only that, promotions must focus on generating people's interest

The development of online business in Indonesia has experienced a very significant increase.

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Both in terms of consumers and producers to service providers *market place* increasingly spreading its wings by selling online, of course with the development of the digital era like this it has a decreasing impact, especially in the conventional shopping sector. (Rohimah, 2019:94). The revolutionary era is an absolute and unavoidable phenomenon. Now, it is time for business activities to require a quality strategy and be able to innovate to deal with it so that business is not left behind by the times. With the development of increasingly advanced technology, many entrepreneurs are trying to use the latest ways to promote their products. Because if entrepreneurs do not keep up with technological developments, they will be left behind and of course become unable to compete with others. If the entrepreneur has lost the competition, the company will not be able to develop. (Mashuri, 2019; Sidiq & Achmad, 2020).

However, promotion in the digital era is different from the year before the digital era, because in line with the development of current technology, the promotion strategy has also begun to change to a more modern direction, if before the digital era only used promotional media such as newspapers, magazines, radio or television, current promotions are carried out with internet technology. The many conveniences in the digital era encourage many entrepreneurs to participate in utilizing digital media facilities as a means of promotion. One of them is to use social media as a promotional medium, as is often used by users as promotional media, including Facebook, Twitter, and Instagram because in today's digital era using social media is the most effective step to promote products. based on data collected by the United States-based investigative agency, Emarketer, Facebook access trends in Indonesia 87.5% are done on mobile devices, with the majority of users aged 16-35 years. According to Emarketer data, after Facebook, the next most widely used social media today is Instagram (Emarketer, 2016; Tresnawati Y & Prasetyo K, 2018; Sidiq, 2019; Sudrajat et al., 2019).

Instagram is an application that can be used to share photos and videos. Instagram itself is still part of Facebook which allows Facebook friends to follow us on Instagram social media accounts. Instagram is getting more and more popular. Instagram as an application that is used to share photos has resulted in many users getting into online businesses and promoting their products through Instagram. (M Nisrina, 2015:137). Instagram is now widely used as an online store or often referred to as an online shop. The development of business through Instagram social media is increasing day by day, along with the increase in social media users in the world, especially in Indonesia. With Instagram as an online shop, it can make it easier for consumers to buy the products they want, besides making it easier for sellers to sell their products and easy to communicate with consumers. (Rizkia Destia, 2019:5).

Urban Casual is a fashion store that uses Instagram social media as a promotional medium through the @UrbanCasual.id Instagram account. Urban casual is an online shop that sells various kinds of t-shirts that can be used by both men and women. By using Instagram, managers who are admins of Urban Casual will carry out promotions more easily and effectively in attracting consumers' interest and increasing Urban Casual's sales. According to Kasenda (2013:2-3) Public Relations (Humas) arises because of demands for needs. This is the main factor for Public Relations to be able to carry out one of its functions and duties, such as fostering a harmonious relationship between management leaders and employees and between leaders and company owners or vice versa. Similarly, its ability to fill or strengthen communication with the community *external* as a public which in the end can determine the success or failure of the Company's goals and image to be reached. In its development, public relations has various definitions, one of which is an effort to do good things so as to gain trust.

In carrying out daily tasks, a public relations practitioner has three main tasks in the field of communication, Gassing and Suryanto (2016:127-128) explain, among others: Analyzing and evaluating trends in public behavior. Public behavior will reflect the good or bad of an organization in providing services. Therefore, public behavior reflects the good or bad of the organization in providing services. Therefore, public behavior must always be monitored and taken seriously. The results of observations are analyzed and evaluated and then recommended to management. Public relations recommendations related to communication become one of the foundations for organizations or companies in formulating policies. Meeting interests The interests of the organization do not rule out the possibility of being different from the public interest or vice versa. The task of public relations must be able to unite the various interests of the organization and the public to create mutual understanding and respect. If the interests are different, then public relations can carry out its duties to connect and

reconcile these interests. Evaluate organizational programs related to public interests. This task illustrates that the position and authority of public relations practitioners is quite broad. After the program of work is carried out by the organization, the public relations practitioner must immediately evaluate. The results of the evaluation will be taken into consideration by organizations related to policies, especially those concerning the public interest. Don't let any work programs that are not ideal, not evaluated and make it difficult for the organization in the future. This evaluation is not only carried out for management. Public relations practitioners must also "read" the public's response. The aim is to see whether the published policies are in accordance with the interests that must be held by the organization. Thus, the appropriate work program depends on the capacity of public relations to the interests of the organization and society in a balanced way.

In the business world, promotion strategy is like a heart for the smooth running of a business. The development of the online market in Indonesia has experienced a very significant increase. Because consumers now prefer to shop online than shopping conventionally. Therefore, now many entrepreneurs are starting to switch to doing business through the internet, such as opening an online store on Instagram. In other people's research, for example the Arami Outfit Store Promotion Strategy Through Instagram Social Media, they argue that they prefer to sell on Instagram social media than conventional selling because Instagram is one of the social media platforms that has a high number of users, and currently with the seventh largest in the world. According to the We Are Social and Hootsuite surveys, active Instagram users until 2019 reached 1 billion in the world and in Indonesia, there are around 62 million active users out of 130 million social media users with smartphones. Apart from being a social network for sharing photos, Instagram is used to market business products by uploading photos and sharing them with the general public quickly.

2. METHOD

This study uses a qualitative descriptive method. In detail, qualitative provides space for researchers to explore descriptively about the phenomenon under study, in order to obtain a policy to take action or attitude. Of course this marketing review is a simple and very useful step. (Sari, SP 2020). The focus in this study is to find out the Urban Casual Promotion Strategy on Instagram Social Media. The types and sources of data in this study were collected based on the grouping of primary data and secondary data. Primary data was obtained through interviews with the owner of the urban casual, namely Muhamad Ridho Amarudin, as well as through field observations. Secondary Data is data obtained from existing journals and documents.

The data collection technique used in this research is the triangulation technique. According to Saridawati (2018:3) Data triangulation is the process of checking data by taking three sources from different elements. The benefit of this data triangulation is to compare data with one another. In the theory of research methodology, data triangulation can be divided into four types, these include source triangulation, method triangulation, investigator triangulation and theoretical triangulation. Because this research uses qualitative methods, the data collection techniques used are observation, interviews, and documentation. The analysis technique in this study uses Narrative Analysis, where this narrative analysis focuses more on how the marketing strategy plan is carried out by the owner of Urban Casual, and focuses on how the interpretation of the owner of Urban Casual in communicating his ideas to his products.

3. Results and Discussion

This research was conducted to see how the identification of the Urban Casual Owner in viewing the public window, so we use the Situational Theory of The Publics. Where this theory focuses more on how to identify the Urban Casual Owner in viewing the public, so as to be able to make public categories more specifically based on the communication behavior of the individual and the communication effect received by the individual (Kriyantono, 2014: 152). This is done to also see how the development of the Owner Urban Casual promotion is, as well as to identify whether it is able to be well received by the public and on target or not, especially in the current digital era situation.

Reported from *column satu.com*, the digital era has presented a new space for doing business. Business no longer has to be done face-to-face, but more effectively marketed online. The internet has made promotion easier and at a lower cost. Various social media can be used as a place to promote your business. In fact, even conventional businesses must also be supported by means of online product promotion. In the current digital era, promotional strategies are considered easy because: Many people think that in the conventional era, promotions waste a lot of unnecessary things, so the impact is a loss, both financially and non-financially. Therefore, digital promotion is present as a solution to overcome such things. But the strategy in the digital era is not just advertising products, but actually promotion in this digital era there are some things that are quite complex because the media used is not only radio, newspaper or television media, this change will be a very big challenge for those who are the same absolutely not familiar with digital promotion. In this digital era, there are many promotional media that can be used and are more varied. In promotion in the digital era, you must be able to clearly define target consumers, and use promotional content. To achieve success in promotion in the digital era, the message conveyed must be adapted to the target market and current trending events. So the success or failure of promotion in the digital era lies in the content of the message (content) provided (Salman & Candrasari, 2016).

As reported by *JurnalEntrepreneur Things* that must be considered in carrying out promotional activities so that promotions become more effective, namely by means of all promotional efforts digitally that are personalized and integrated to improve the buyer experience and *also* bringing all company resources and assets to the online world. This strategy is a form of online selling. Online promotion that aims to reach consumers wherever they are, whether on Instagram social media. Promotional strategies that use the internet are promotional activities to get consumers' attention done by using social media Instagram even augmented reality. This can be done with paid advertising, quality content or just a simple post via Instagram social media. A single uploaded post can be accessed by hundreds of millions of people around the world and no matter where the business is run it will still be able to get global attention. But besides that, promotional content is important because the tendency for business people to make mistakes in promotion is not optimizing promotional content. This content usually involves accessing social media which is used by providing product reviews. The review contains writing that is able to invite consumers to be interested in buying the product with an attractive visual image of the product. Digital content is usually used on Instagram, This method should be maximized because it is very helpful to open new views on people in today's era. If a product is reviewed properly, it will attract customers to buy the product.

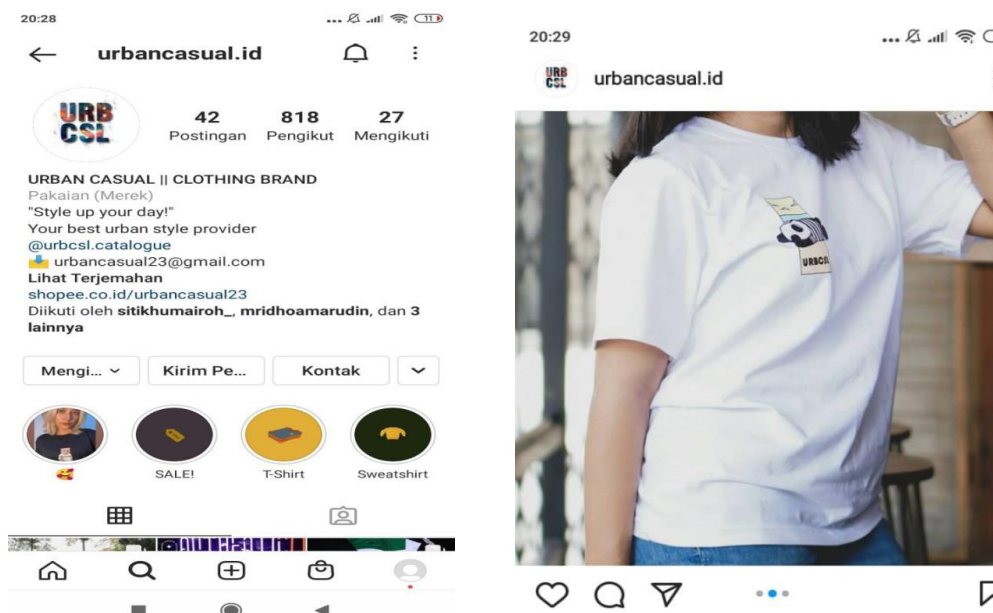
Reported from the *Journal of Entrepreneurs inbound marketing* or strategies carried out by product owners to consumers in online networks. By communicating effectively to customers, it will create a good atmosphere between sellers and buyers. So that it can increase consumer confidence to buy products that are marketed. In inbound marketing, you usually use chat media on social media, dm Instagram or. This optimization also applies to blogs, websites that have interesting information that customers often access via the Internet. To attract customers and increase the purchasing power of products in the digital era, artificial intelligence can also be used, namely technology by utilizing modern technological features, for example by only scanning barcodes, which then the product can appear on the cellphone screen using an application. Which then the product can appear on the phone screen using the application. Of course, this will add its own digital key so that the product can be numerically valued by buyers. This will certainly make buyers more interested in buying the products that will be sold and there are many more ways that can be done in order to be able to carry out effective promotional strategies on Instagram social media and One example business that chooses social media as a medium for promotion is *Urban Casual*.

Through interviews that we have conducted with the owner of *Urban.casual*, namely Muhamad Ridho Amarudin, it was found that the beginning of the establishment of urban casual started with urban casual owners who always buy other people's brands or products, from there the urban casual owners think they will feel proud if people others and urban casual owners themselves who buy and use local brands or products that they make. Moreover, the brand or product made by him is not only used by his closest friends but by the people of Indonesia or even abroad, then the owner of *Urban Casual* chooses

Instagram social media as a medium to communicate.do business or promote Urban Casual products because around 2018/2019 Instagram is a social media that young people depend on to enjoy their free time, or just share their daily things there, that's where Urban Casual owners feel that Instagram is a suitable place for promotion, introducing or selling Urban Casual products by packaging promotional strategies such as brands that are close to them or fashion styles that are currently trending because the urban casual market segment is a casual youth fashion style.

The positive impact felt by the owner of the Urban Casual brand in promoting their products on Instagram social media is the expansion or increase in the sales market of Urban Casual and those who know about the urban casual brand, not only people around Bandung but outside Java can also know and recognize it, while for its own negative impact, the owner of the urban casual brand has never felt it. Before deciding to sell using Instagram social media, the owner of urban casual once sold through *door to dooreven* chat by chat to offer the product, lots of people asked but in the end didn't buy it, until finally the urban casual owner decided to sell using Instagram social media. And urban casual owners feel that selling using Instagram or conventional social media is both good and bad depending on how we promote it, because urban casual owners feel the efficiency of promoting a brand or product when we can consistently promote it and when we are creative in releasing city products. can sell our products to the target or even exceed the target.

The number of people who are starting to switch to using social media Instagram as a medium to promote their products, to overcome this Urban Casual has a marketing strategy that is by always promoting and being active in *daily post* Instagram so that the urban casual Instagram account still looks alive in the eyes of the Instagram audience, and also always analyzes the conditions that the market needs, is creative in making a product, starting from design, product materials and how to package a product, so as not to be outdated and make everyone who uses it urban casual products are always confident when using them, in line with the urban casual motto, namely 'style up your day'.



The picture above is a profile of the urbancasual.id Instagram account and examples of fashion

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style products sold by urbancasual.id. SOURCE: [Instagram@urbancasual.id](https://www.instagram.com/urbancasual.id) Below, is data from sales results after Urbancasual.id products use Instagram social media as a marketing strategy to market fashion products:

URBAN CASUAL SALES TABLE USING INSTAGRAM 2019-2021

YEAR	MONTH	GOODS	UNIT	Buy Price	Selling Price	PROFIT
2019	July - December	Stripe T-Shirt	30	45,000	65,000	600,000
		Slub T-Shirt	30	40,000	55,000	450,000
		Plain T-Shirt	40	30,000	40,000	400,000
2020	January - September	Stripe T-Shirt	182	45,000	65,000	3,640,000
		Slub T-Shirt	100	40,000	55,000	1,500,000
		Plain T-Shirt	50	30,000	40,000	500,000
		Junior T-Shirt	31	20,000	40,000	620,000
	October - December	Combination Stripe T-Shirt	25	45,000	70,000	625,000
		Polo Shirt	3	55,000	70,000	45,000
		Cricket	100	9,000	15,000	600,000
2021	January - June	T-Shirt with artwork	86	45,000	100,000	4,730,000
		Crewneck	14	131,500	150,000	259,000
TOTAL			691			13,969,000

Based on the sales data above, the highest income earned by the Owner from Urban Casual is in 2020, precisely in sales from January to September with total product sales of 363 product units, with a total profit of Rp. 6,260,000 However, when viewed from the whole, Urban Casual has a fairly high profit every month even though it does not increase continuously.

4. CONCLUSION

In the business world, promotional strategies are like a heart for the smooth running of a business. However, promotion in the digital era is different from the year before the digital era, because In line with the development of current technology, promotion strategies have also begun to change in a more modern direction, if before the digital era only used promotional media such as newspapers, magazines, radio or television, current promotions are carried out with internet technology such as Instagram. Instagram is now widely used as an online store or often referred to as an online shop. The development of business through Instagram social media is increasing day by day, along with the increase in social media users in the world, especially in Indonesia. So therefore Muhamad Ridho Amarudin as the owner of Urban Casual chose Instagram social media as a medium for doing business or promoting Urban Casual products because around 2018/2019 Instagram is a social media that young people depend on to enjoy their free time, or just share their daily things. there. But as many people are starting to switch to using social media Instagram as a medium to promote their products, Urban Casual has a way to overcome this, Urban Casual has a marketing strategy to compete, namely by always promoting and being active in daily Instagram posts so that the Instagram account is urban. casual still looks alive in the eyes of the Instagram audience, and also always analyzes the conditions that the market needs, is creative in making a product, starting from design, product material and how to package a product, so as not to be outdated and make everyone who uses urban casual products always believe yourself when using it, in line with the urban casual motto, namely 'style up your day'. And with the promotional

strategy carried out by Urban Casual, many customers are interested in buying Urban Casual products as evidenced by the Urban Casual sales table which has been increasing since the beginning of Muhamad Ridho Amarudin starting selling in 2019 until now 2021.

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