

Utilization of social media Instagram as A Promotional Media of Total Music Band

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ABSTRACT

The development of communication is now not only carried out conventionally, but instead utilizes the internet as a more modern communication medium. One of the modern communications is using social media. Social media Instagram is the most used platforms where it places more emphasis on visual aspects such as sharing photos and videos. As a media communication, Instagram also provides other benefits, namely as a means of promotion. With a broad and unlimited audience reach, Instagram is used as a platform for product or service providers to engage with potential customers. One of the service providers that utilizes Instagram as a promotional medium is Total Musik Band. Total Musik is a band from Pringsewu Regency, Lampung with koplo genre. The purpose of this research is to find out how the use of Instagram as a means of promoting Total Musik Band. The method is used descriptive qualitative. The results of this study state that the Owner of Total Musik has received various positive impacts, including being better known by the people of Pringsewu Regency, not only that Total Musik has also received various offers from outside the Pringsewu district, such as in the Kalianda area (South Lampung), Metro, etc. Totak Musik also consistently uploads pamphlets with themes such as "Morning Ambyar", "Novembergoyang", "Desemberdendang" etc., so as to give viewers a visual and persuasive impression, the information also easier to understand. Total Musik now also has a loyal audience, this can be seen from the activity of the audience who came directly when Total Musik performed, where the audience created Instagram stories and then tagged the Total Musik Instagram account. As a form of appreciation, the Total Musik admin will repost all the stories tagged by the audience.

Keywords: Social Media, Instagram, Promotion

INTRODUCTION

The industrial revolution 4.0 presence has changed our habits especially in communication. The existence of the industrial revolution has made the production process work with the internet as its main support, one of which is in the development of communication. The development of communication is now not only carried out conventionally, but utilizing the internet as a modern media communication. One of modern communication is utilizing social media. Social media is a communication tool that is widely used in today's society. Through social media people can communicate with each other, share stories, ideas and activities, as well as the information they have. (Wainira et al., 2021)

Instagram is a popular social media and used by a lot of people around the world. According to the Sprout Social Index, Instagram is among the "big three" social media platforms. With 49% of consumers and 59% of marketers planning to use it in the next 12 months (Zote, 2023). With a wide and unlimited audience reach, Instagram is used as a platform for product or service providers to promote their products/services.

One service provider that utilizes Instagram as a promotional media is Total Musik Band. Total Musik is a dangdut koplo genre band from Pringsewu Regency,

Lampung. Based on the results of a survey conducted by researchers on the owner of Total Musik, called Raditya Akhmad (30 years), it was found that in Pringsewu Regency, bands with the dangdut koplo genre are still foreign to performances among young people there. On average, they prefer visiting coffee shops with indie pop bands performing. In addition to Total Musik, researchers found that in Pringsewu District many dangdut koplo bands have emerged that use Instagram for their existence and as a means of promotion to offer the same service

Table 1.1 lists the names of the Koplo bands in Pringsewu Regency (Januari 2023)

Nama Band	Akun Instagram	Jumlah Followers
Total Musik	@total_musik	6.820
Ronda Genk	@ronda.genk	1.669
Momentum	@momentumproaudio	1.323
Re Pro	@re_pro_official	643
Selaras	@selarasofficial22	412

Based on the lists of accounts above, it can be concluded that Total Musik has more followers than other competing bands. Apart from having many followers, the owner of Total Musik said that by utilizing Instagram, Total Musik had many positive impacts, including being better known by the people of Pringsewu district. Total Musik also received various offers from outside the Pringsewu district, such as in Kalianda (South Lampung), Metro, etc.

Totak Musik also consistently uploads pamphlets with themes such as "*MorningAmbyar*", "*Novembergoyang*", "*Desemberdendang*" etc., so that it gives an interesting impression to viewers and the information is more easily delivered.

Total Musik now also has a loyal audience, this can be seen from the activity of the audience who came directly when Total Musik performed, where the audience make an Instagram story then tagged (marked) the Total Musik Instagram account. As a form of appreciation, the Total Musik admin will repost all the stories tagged by the audience. Instagram was chosen as a promotional medium because of Instagram's existence compared to other social media, besides that because the method of using Instagram is simpler, easier, and free.

There's some previous research that became a reference in this study:

The first research by Adhitriya (2019) the title is "The Role of Instagram Social Media Against The Suitcase Band Promotion" The Suitcase uses Instagram as a media to upload their daily activities, as a promotional medium for the works of their band, The Suitcase. The purpose of this research is to find out how the role of the media, especially Instagram, is towards the band The Suitcase. The research method used is descriptive qualitative with data collection techniques obtained through interviews, observation and documentation. The results obtained from this study are that The Suitcase has carried out several procedures in the promotion mix that have an impact on the promotion of The Suitcase band.

Second, by Andi Habibi (2018) the title is "Lose It All Band Promotion Strategy Through Instagram Phopi Ratna Agustina". The results of the study show that Phopi Ratna Agustina uses Instagram as a promotional medium for the works of her band, Lose It All. The research method used is descriptive qualitative with data collection techniques obtained through interviews, observation and documentation. The results obtained from this study are that Phopi has carried out several procedures in the promotion mix which have an impact on the promotion of the band Lose It All.'

Promotion

Promotion is one of the marketing mix variables a very important thing that companies do in marketing their products and services. Promotion does not only function as a communication tool for business and consumers but also

as a tool to influence consumers in purchasing/using services according to the wishes and needs of consumers.

Promotion is essentially a marketing communication, it means that marketing activities seek to disseminate information, influence or persuade, and/or remind the target market for the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono, 2015).

Promotional Mix is the basic tool used to achieve the communication goals of the organization. In determining the promotion strategy, there are 5 (five) promotion mixes, namely advertising, sales promotion, personal selling, direct selling, public relations (Fitriana & Utami, 2017).

Using Instagram as e-commerce requires a communication strategy. Verzosa and Garcia (in Mungkasa 2016) reveal five important aspects of making communication decisions called the five management communication decisions. The five aspects are audience/target, behavior, messages, media and methods, as well as feedback. The audience is related to who is the recipient of the message/communication target, behavior related to what is expected of the audience/audience after the communication occurs, the message is related to what themes will be conveyed, the media is related to what channels are appropriate or suitable to use, as well as feedback related to what ensures that the message is received properly.

Media Social

Social media is a collection of applications that can be used by the community, through this media people can exchange ideas, seek information, and can even be used as entertainment (Kaplan & Haenlein, 2010). The increasingly changing function of the media also has an impact on the communication system in society. With the existence of increasingly modern social media, the communication process is also easier because there are no time, space and distance limits (Watie, 2016). In its use, individuals do not have to meet face to face. Distance is not an obstacle in communicating. The presence of the internet and social media has changed the order of social communication, of course, nowadays many people already have devices such as gadgets that can be used to communicate remotely and even internationally. But in doing so, people must also pay attention to ethics in communicating and must also have self-control in communicating. Because the presence of social media makes us free in expressing opinions.

Instagram

Instagram is a photography-based social networking service. This social network was inaugurated on October 6, 2010 by Kevin Systrom and Mike Krieger who were able to capture 25 thousand users on the first day. Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has features

that can make photos more beautiful, more artistic and better (Atmoko Dwi, 2012)



Image 1. Instagram Logo
(source: google.com)

Instagram provided features such as are (Atmoko Dwi, 2012)

1. Home Page
2. Comments
3. Explore
4. Profil
5. News Feed

According to Atmoko, there are several sections that should be filled in so that the photos uploaded have more informational meaning, these sections are:

1. Title
2. Hashtag
3. Location

There are several activities that can be done on Instagram, which are as follows:

1. Follow
2. Like
3. Comments
4. Mention

Apart from the features above, there are some of Instagram's newest features:

1. Instagram Stories
Instagram stories is a feature found in the Instagram application, which allows users to post photos and videos that disappear after 24 hours. The function of Instagram Stories is for social interaction in real-time (on the spot).
2. Instagram Reels
This feature is similar to the TikTok application, where users can create videos with music, effects, speed and transitions that can be adjusted according to the user's wishes. Instagram Reels is to give its users the opportunity to bring in the number of followers, increase the amount of time each person spends on the application every day and establish themselves as having a video entertainment platform.
3. Highlights
Highlight is Instagram's newest feature where users can display stories or stories that have been 24 hours on their user's profile again.

METHOD

This research is a qualitative research. Qualitative research is an approach in conducting research that is oriented towards natural phenomena or symptoms. Qualitative research is fundamental and naturalistic in nature, and cannot be carried out in a laboratory, but in the field (Abdussamad, 2021). The research method used in this study is a qualitative descriptive method. Where the research subject is the Total Musik Instagram account. This research does not prioritize the size of the population or sampling, in fact the population or sampling is very limited. If the data collected is in-depth and can explain the phenomenon being studied, then there is no need to look for other sampling. What is emphasized here is the depth (quality) of the data, not the amount (quantity) of the data. In this study the aim was to make a systematic, factual and accurate descriptive of the facts or properties of certain objects (Kriyantono, 2006).

Data collection techniques carried using three techniques:

1) interviews, interviews are depth interviews. Depth interviews aims to obtain primary data from research subjects. This is done in order to obtain data about the informans. There are three informans owners Total Musik, Content Creator, and Admin Instagram of Total Musik. 2) Observation, observation is a data collection method in which researchers make direct observations of research objects. 3) Documentation, the documentation method is used to support data collection that cannot be obtained from interviews or observation. This data can be obtained from publications, magazines, the internet, and so on regarding information related to research. The documentation technique was carried out by researchers by observing information in the form of posts on the Instagram account @Total_Musik.

Data analysis techniques use analytical techniques from Miles and Huberman, which consist of three paths, namely data reduction, data presentation and drawing conclusions (Sugiyono, 2018). Miles and Huberman Ahmadi (2014) say that there are three types of qualitative analysis activities, data reduction, data display, conclusion drawing. Researchers used data source triangulation techniques to test the validity of the data. Triangulation in data validity checking techniques can be interpreted as checking data from various sources, in various ways and at different times.

RESULT AND DISCUSSION

Total Musik is a koplo dangdut band that was established in late 2019. Total Musik comes from Pringsewu Regency, Lampung Province with 11 members, namely Firgi (vocal), Devi (vocal), Natalia (vocal), Raditya (keyboard), Romi (keyboard 2), Joshua (saxophone), Rizky (drum),

May (bass), Yoga (guitar), Rehan (drum), Rolando (ukuele).

Based on interviewing three informants (Owners, Content Creators, Admin) of Total Musik on April 9 2023 in their Home Base, the reason why Total Musik chose Instagram as a promotional media is because people are currently more active in using Instagram than other social media. Furthermore, Instagram has many features that make the promotion process easier. Raditya as an owner said:

"The instagram of @total_musik was created in early 2021. We chose Instagram as the media promotion because a lot of our friends using Instagram, the purpose is to be known by a lot of people. Instagram also provide features that make it easy and simple for users".

Azka as a content creator also said:

"The purpose of using Instagram is clearly to be better known by many people, to increase popularity, if many people know us, of course it will benefit us in our services."

Based on the interview above, it showed the reason @total_musik using Instagram is because a lot of people active in Instagram and to be known by a lot of people. Instagram also has simple features and at the same time Instagram is favoured by users.

The Use of Instagram Social Media As A Promotional Media Of @total_musik

Instagram is a social media roomates popular at last one decade. Total Musik uses Instagram as a popularity promotion to be known and media promoting for their services because people are currently more active in using Instagram than other social media. Including the number of Instagram users in Indonesia has reached 106 million people as of April 2023. This places Indonesia as the country with the fourth most Instagram users in the world (Databoks, 2023). Instagram as a promotion media can be place to build popularity and attention public about a product or service.

With a concise presentation makes instagram to be more informative and simple at the same time favored users (Afandi, 2018).

Those features supporting users making content such as videos or photos. Content uploaded on Instagram can certainly be of various kinds by utilizing its supporting features (Ula, 2022). The feature that @total_musik uses most often is the Instagram Story feature. Instagram story is a feature available on the Instagram application, where @total_musik uploads their content like a pamphlet that containing information on their gigs schedule. The pamphlet is made as attractive as possible and uses themes according to the gigs schedule.

Image 1.2 Total Musik's Pamphlet



Those images are some screenshots of @total_musik's pamphlet that uploaded on their insta story. It contained information about When and Where the gigs will be held. Image content can be in the form of images/videos sent coded, including depictions of eliquids, people, and the use of illustrations/cartoons (Laestadius, et al, 2019). In @total_musik, the pamphlets packaged into a motion graphics dan added a Koplo Music as a backsound in order to identity their genre.

The dimensions contained in social media marketing include messages, the owner said that @total_musik uses bio to provide their services. The Instagram bio feature is an important way to attract the attention of its users, with the Instagram bio making it easier to introduce the products offered and can communicate core information to consumers (Uyun, NDN, & Dwiridotjahjono, 2022). In @total_musik's bio, it contained information about their slogan which is "Semua Akan Koplo Pada Waktunya" (all

will be Koplo on time), contact person, and link to their new song.

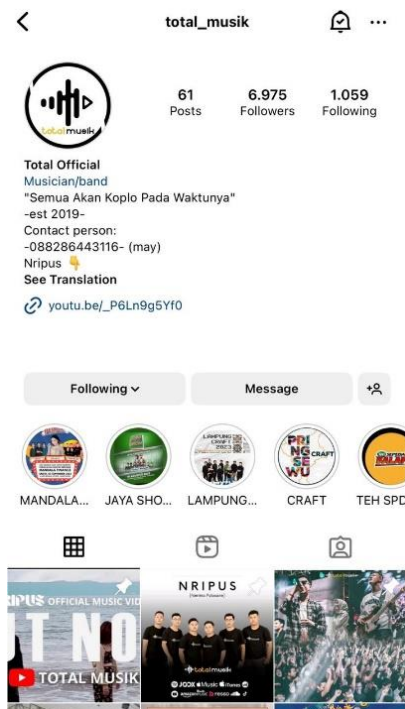


Image 1.3 Profile Instagram Total Musik

Moreover, @total_musik uses reels to spread their promotions. Reels give users more opportunities to increase the engagement. Engagement is the sum of likes and comments an account receives. Instagram engagement can sometimes seem mysterious and complex, engagement on Instagram refers to the interactions and reactions your content receives from your followers and other users. This can include likes, comments, shares, saves, and direct messages. Instagram reels are an opportunity for users to gain followers, increase the amount of time each person spends on the app each day and establish itself as a video entertainment platform (Meifilina, 2021). The owner said:

“We often upload reels, because the video can generate more than a ten thousand views, while our number of followers is only up to six thousand. This is crazy! And those who are interested will visits our profile and this is where we get new followers. Reels really help us become more famous”

At this point, Instagram really helps @total_musik to grow up their engagement, popularities and introduce their services by visiting their profile.

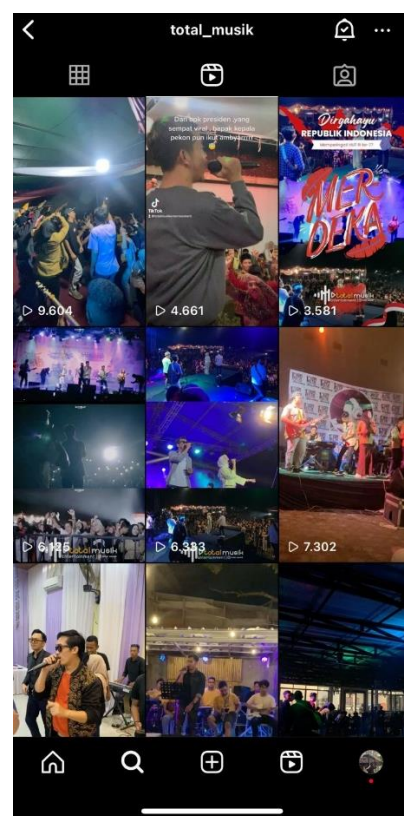
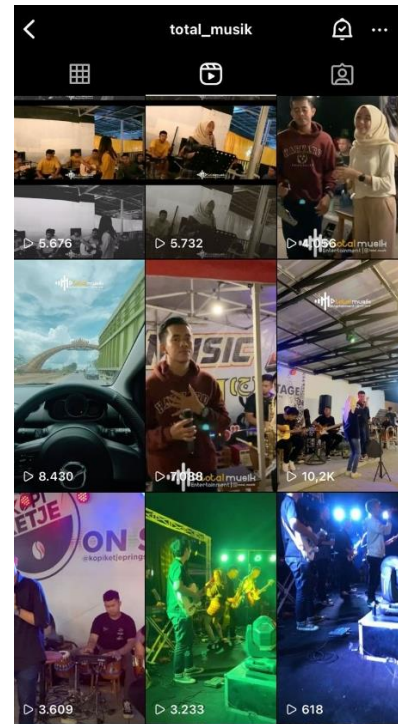


Image 1.5 Reels Instagram @Total_Musik

Using Instagram as e-commerce requires a good communication strategy Oepen (Mungkasa 2016)

says, communication strategy is the creation of communication programs designed to influence and support voluntary changes in target groups and relevant stakeholders in order to achieve the expected goals. In relation to the theory used, the field findings that will be described are closely related to strategy promotion by Verzosa and Garcia (in Mungkasa 2016) reveal five important aspects of making communication decisions called the five management communication decisions.

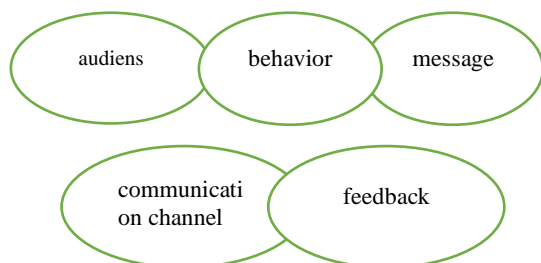


Image 1.4 Communication Strategy via Instagram
(Source: Mahendra, 2020)

1. Audiences

Total Musik as a Koplo band uses Instagram as a promotional media because the target audience reach is wider and unlimited, this can be seen from the Reels viewer and videos uploaded to the @Total_Musik account. Reels give users more opportunities to get lots of attention and followers. Total Musik as a Koplo band uses Instagram as a promotional medium because the target audience reach is wider and unlimited, this can be seen from the Reels viewer and videos uploaded to the @Total_Musik account. Reels give users more opportunities to get lots of attention and followers. Furthermore, the reason why Owner Total Musik uses Instagram as a promotional media is because it is widely used by young people today.

2. Behavior

behavior is related to what is expected of audience after the communication occurs. based from the modern technology, using social media in today's era is easy to increase Total Musik's existence, because today's society cannot be separated from smartphone and the Internet, that's why Instagram makes it easy for Total Musik to promote their band. Audience behavior can be seen from their enthusiasm in the comment section @Total_Musik and some of them asked by Direct Message (DM) when Total Musik will be performing. This means that the audience is interested in @Total_Musik, the Dangdut Koplo genre.

3. Message

The message refers to any theme that will be delivered. In this case, @Total_Musik has a content creator to make their content good verbally and visually. Furthermore, the appearance of the Instagram feed is made as attractive as possible, because Instagram feed also influences the image of the band. The day before their performance, admin @Total_Musik will post an attractive flyer to announce the next performance will be held. As a Dangdut Koplo genre, Total Musik succeed promote their existence by Instagram. This can be seen from the large number of audiences who came while performing.

4. Communication channel

This refers to what channels are appropriate or suitable to use. Total Musik chose Instagram as a promotional media because nowadays many people using Instagram as a media communication. Instagram also contains a lot of features that can be used for promotion and existence the Band. This refers to what channels are appropriate or suitable for use. Total Musik chose Instagram as a promotional medium because currently many people use Instagram as a communication medium. Instagram also contains many features that can be used for band promotion and existence. Now, Total Musik has more than 6000 followers.

5. Feedback

Feedback related to whether the message is received properly. When Total Musik perform, the audience made a video and put into their Insta story, then they tagged @Total_Musik. After that the admin of @Total_Musik will repost all of the audience's Insta stories as a form of appreciation.

CONCLUSION AND RECOMMENDATION Based on the results of research that has been described above, Total Musik uses a Communication Promotion Strategy that involves five management communication decisions, target/audience, behavior, messages, communication channels, and feedback. The five management communication decisions are implemented using the features available on Instagram.

In promoting, the features Total Musik uses most are the Insta Story and Instagram Reels features cause Instagram Reels see the highest reach and engagement among all other media types. Based on the explanation above, it can be concluded that the use of Instagram as a promotional medium has an effect on the popularity of Total Musik

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