

Utilization of Social Media Marketing Through Content on Instagram in Efforts to Improve the Brand Image of AK Riau Organic Chicken

Edrian Hasdimeyra

Marketing Management / Riau Islamic University

Corresponding Author

Email : edrianhasdimeyrai@gmail.com

Abstract

This research aims to determine the use of social media marketing through content on Instagram in an effort to improve the Brand Image of AK Riau Organic Chicken. This research uses a quantitative approach and is reinforced with qualitative data to enrich the analysis. The results of the research show that the use of Instagram in an effort to improve the brand image of AK Riau organic chicken, namely: 1) Good background design, color selection and layout ultimately creates a good psychological response to the brand image of AK Riau organic chicken. 2) Promotion. This is one of the activities that aims to influence consumers to know and understand the product or service so that interest in buying the goods or services arises, 3) consumer characteristics are factors that exist within a person and influence consumer behavior in purchasing a product. or services. Based on a consumer survey at AK Riau Organic Chicken, it can be explained that 55% of people got information about AK Riau Organic Chicken from Instagram media, 25% of people got information from other people and 20% of people got information from Facebook. 4) The level of attractiveness of the message. The attractiveness of the message that can be seen from the promotional activities of "AK Riau Organic Chicken" includes the attractiveness of the profile photo, the quality of the uploaded photo, the attractiveness of the uploaded photo, the choice of color in the content, the attractiveness of the use of captions, and the use of hashtags.

Keywords: *Social Media Marketing; Content on Instagram; the Brand Image*

INTRODUCTION

Sales of goods and services in today's digital era are not only carried out conventionally, but can also be carried out via the internet or what is known as E-commerce. According to Law of the Republic of Indonesia Number 11 of 2008 concerning Information and Electronic Transactions, it is explained that the use of information technology and electronic transactions is carried out with the aim of developing trade and the national economy in order to improve people's welfare. One of the popular social media currently used for marketing activities is Instagram. Instagram was determined to be the fourth most frequently used social media application in 2017 after YouTube, Facebook and WhatsApp based on a WeAreSocial.net survey (Data books 2018). Instagram is a photo sharing service application that allows users to take photos and apply filters to the photos, then disseminate them by posting on social media such as Facebook, Twitter and others (Putri 2013). Indonesian people's consumption patterns are shifting towards lifestyle changes that are more health conscious.

Realizing this shift, various organic products began to appear on the market (Khorniawati, 2014). The increase in demand for organic products is caused by the trend towards a healthy lifestyle and a return to nature lifestyle, which is starting to become aware of consuming food products that are low in chemical residues. The trend of changing people's consumption towards a healthy lifestyle causes demand for organic products to continue to increase. One of the organic products currently in demand by the public, especially in Pekanbaru city, is organic chicken.

This is shown by the production of organic chicken in Pekanbaru City which increases every year.

People also consume organic chicken because they have a history of diseases such as allergies caused by consuming broiler chickens. Ardianti (2020) said that the chemical content and hormone injections in broiler chickens can cause allergies in some people. Organic chicken is free from chemicals and contains low fat so it can avoid allergies and is safe for consumption by consumers with cholesterol. Organic chicken products have a higher selling price than broiler chickens. This also causes the distribution of organic chicken products to be uneven. Villoslada et al. (2007) stated that one of the main obstacles in efforts to expand the distribution of organic food products is the price above conventional food products.

Organic chickens are broiler chickens that are raised without using products containing chemicals such as vaccines, hormones, factory-made medicines or vitamins. During the maintenance of UD organic chickens. Rahayu AK was given herbal intake of 54 spices to increase her body's immunity. Organic chicken is also free from chemical residues and is safe for long-term consumption. Apart from that, organic chicken meat is not too fishy, tastier and tastier, and doesn't shrink when cooked because it doesn't contain as much water as broiler chicken. Halal UD organic chicken. There is also no doubt about Rahayu AK because he has received a halal certificate issued by Institute for the Study of Food, Drugs and Cosmetics, Indonesian Ulema Council (LPPOM MUI) and has received a slaughterhouse certificate issued by MUI.

Promotional activities for UD organic chicken. Rahayu AK via Instagram is done by uploading photos or videos of the products offered. Product promotion activities on Instagram social media are carried out in the form of images by presenting explanations in captions containing information on the products offered and profiles of business actors, in addition to using hashtags or hashtags followed by keywords related to the product, in order to help consumers in searching for products (Kurniawan 2015).

The use of social media for promotional activities has increased along with the increase in the number of internet users every year. According to the Central Statistics Agency (BPS), in March 2023 as many as 94.16% of young Indonesians aged 16-30 years had accessed the internet in the last three months. Of this group, the majority use the internet to access social media (84.37%), news (84.28%), and entertainment (83.78%). Conditions like this are very profitable for business people, especially those who carry out transactions online.

Brand Image Components Brand image is a collection or combination of all information containing about products, services, as well as information about the identity and identity of the producer who created or created the brand. This brand image is obtained in two ways, namely from consumer satisfaction obtained based on their experience of consuming the products offered and the benefits they feel after consuming the product. Such satisfaction is called functional satisfaction or emotional satisfaction felt by consumers towards the brand or brands. The brand must not only provide maximum performance on offer but must also be able to meet consumer needs, offering the values of the advertisement. Entertainment is the main element in promotions because it can provide an entertaining element and humorous value which makes consumers feel interested when they see the advertisement. Credibility is the ability of an advertising star to convey information about the product being advertised (Sucipto & Jadmiko, 2022).

Many factors cause changes in consumer behavior, including product quality, prices offered, promotional mechanisms offered, ease of obtaining products, and many more.

Companies that prioritize consumer satisfaction must continue to strive to gain consumer insight that focuses on changing consumer behavior (Nikijuluw et al., 2020). Technological advances also influence people's behavior in terms of using digital-based devices. Technology makes everything easy. People can easily fulfill their daily needs simply by using devices. Currently, promotional activities can be carried out via social media because it is considered the most effective in disseminating information quickly with a wide reach. Promotion using social media is increasingly developing with the presence of various types of media used by business people. (Nandaryani et al., 2021).

Social media is a promotional tool that is very popular nowadays. With social media, potential consumers can easily obtain various kinds of information about products or goods, the benefits of a product offered, product prices, and information on how to get the product or order it. Social media is currently the most frequently used communication tool, both individuals as consumers and groups as companies. Apart from functioning as a medium for exchanging information, social media is also used by companies to introduce their company to consumers. Social media is a means used to exchange information with other people and social media is also useful for consumers to understand the products they want (Paramitha & Doho, 2021).

According to Ghyanti (2016), through social media Instagram, business actors can carry out promotional activities such as providing information through messages that are packaged as attractively as possible, conveying accurate and consistent information so that communication between business actors and consumers or customers can run smoothly and interactively. Then Kurniawan (2015) explained that in terms of the content of messages presented in the media, Several studies produced several important aspects in promotional activities, namely: (1) Frequency of the latest information, which includes information in the form of photos uploaded by business actors via Instagram social media; (2) Frequency of message feedback, which includes the intensity of business actors in replying or responding to questions from Instagram followers; (3) Message style, which includes the content of a message that is appropriate to the product or service being offered, complete and persuasive; (4) Attractiveness of the message, including logo, profile picture, quality and attractiveness of photos uploaded or posted; and (5) Clarity of information, which includes clarity of information posted such as Instagram bio, price, stock, location and how to purchase the product.

Social media marketing is used to build brand equity by a company. By having a positive brand image, it can have a good effect on society so that it can increase the brand equity of a product. Marketing activities carried out through social media (social media marketing) are included in the promotional mix activities carried out by producers in an effort to communicate the brand of the products offered. Social media communication has a significant impact on brand equity (Angkie, 2019).

RESEARCH METHODS

This research uses a quantitative approach and is reinforced with qualitative data to enrich the analysis. The unit of analysis for this research is the individual. The quantitative approach used is a survey method, namely using instruments online questionnaire as a tool for collecting data from respondents. Survey research is research that takes samples from the population and uses questionnaires as a primary data collection tool (Singarimbun and Effendi 2006). Then this

research was also strengthened with qualitative data obtained through in-depth interview techniques with informants and respondents directly. Both approaches were used to obtain primary data, while secondary data was obtained from literature and data relevant to this research topic. The location chosen for this research is a micro-enterprise that operates in the organic chicken sector, namely AK Riau Organic Chicken which is located on Tigasari street Pekanbaru.

RESULTS AND DISCUSSION

The use of social media marketing through content on Instagram in an effort to improve the brand image of AK Riau organic chicken includes:

1. Design.

Internet users as buyers have started to choose and be smart. There are several reasons consumers access several sources of information related to a product. Usually consumers visit several websites and start comparing the appearance of each website visited on the internet. By frequently visiting many websites, consumers will gain experience and knowledge regarding unique design displays and well-organized layout placement that visually presents an aesthetic appearance.

The following is the design of AK Riau organic chicken:



Interesting content will not have maximum impact if it is not supported by the design created. Typographic layout also helps to guide the audience's attention with a little extra encouragement or guidance. Good background design, color selection and layout ultimately create a psychological response commensurate with the topic being discussed. Colors and designs also speak about the brand

2. Promotion

Promotion is an activity that aims to influence consumers to know and become aware of a product or service so that interest arises in purchasing the goods or services (Putra 2010). Promotion is a method or activity carried out by a company to introduce its products to consumers, so that consumers know and are familiar with the products or services offered, thereby generating interest in buying them.

The following are the results of the promotion carried out by AK Riau Organic Chicken:



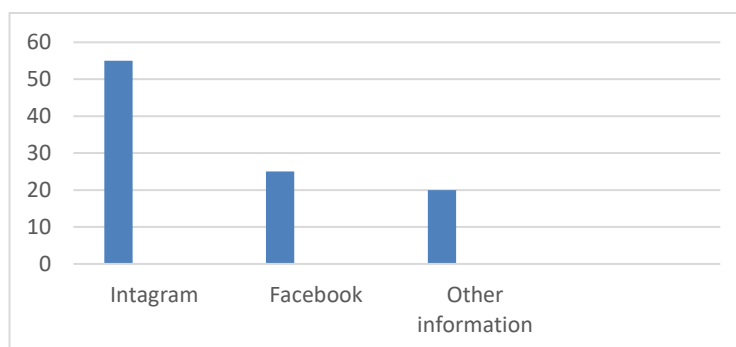
This is in accordance with Rangkuti (2009) that sales promotions are activities that encourage purchases by consumers, and which can increase the effectiveness of distributors or retailers by holding exhibitions, displays, exhibitions, demonstrations and various other sales activities that are carried out at any time and are not routine.

In this way, potential consumers can get to know the product better because they can get information about the product by reading the product description presented in advertising content on digital or online advertising tools. By utilizing advertising that utilizes social media or internet-based facilities, it can make potential consumers interested and attracted to the products offered and make consumers purchase the products offered repeatedly (Lustono, 2020).

Promotion through digital or online media which is in line with the rapid development of technology and information media has caused business actors to change their promotional methods according to the current digital era. Promotion is carried out by utilizing digital media, including through social media, website networks, search engines, etc. Several reasons why digital media is considered very relevant to the current development of science and technology is that using digital media is more effective and efficient in terms of time, energy and costs. If you look at the access reach, digital media has a faster and wider reach. Instagram is an internet-based advertising tool which is a mass forum for interaction created for smartphone users which has the benefit of being a forum for sharing photos or videos on user account pages which can then be seen on other users' account feeds.

3. Consumer Characteristics

According to Ghyanti (2016) consumer characteristics are factors that exist within a person and influence consumer behavior in purchasing a product or service. The following are the results of a survey conducted on consumers at AK Riau Organic Chicken:



Based on a survey of 20 respondents at AK Riau Organic Chicken, it can be explained that 55% of people got information about AK Riau Organic Chicken from Instagram media,

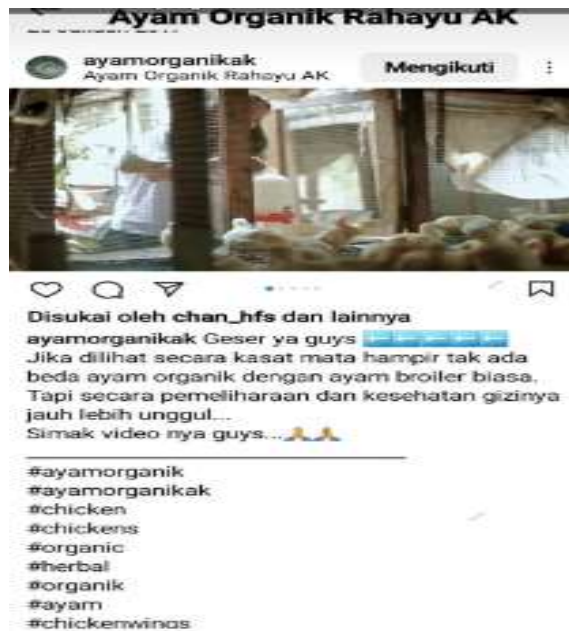
25% of people got information from other people and 20% of people got information from Facebook.

According to Morissan (2010) the character of individuals (in this case consumers) can influence the promotional strategy carried out by a company. Then Kurniawan (2015) explains that geographical individual characteristics consist of: (a) Age: Individuals are classified into several age groups such as children, teenagers, adults and parents so that marketing or promotional communications are adjusted to the age of the target market; (b) Gender: a product is usually made specifically for one gender only and some is specifically for both. These two things make marketing or promotional communication strategies use different techniques; (c) Occupation: each individual has various types of work, which makes them need different products according to their type of work; (d) Education: individuals can also be classified according to the level of education they have undergone. The education achieved by each individual determines their social and intellectual class. This influences the selection of a product offered by the company; and (e) Income: income is closely related to the products that consumers will choose.

4) Level of Message Attractiveness.

The level of message attractiveness can be used to assess promotional activities through message media delivered to attract consumer attention and interest in a product. The attractiveness of the message that can be seen from the promotional activities of "AK Riau Organic Chicken" includes the attractiveness of the profile photo, the quality of the uploaded photo, the attractiveness of the uploaded photo, the choice of color in the content, the attractiveness of the use of captions, and the use of hashtags. Based on the level of attractiveness of the message, the most interesting according to respondents in this study is the quality of the photos uploaded, because the photos uploaded by the Instagram account @ayam organic Rahayu Pekanbaru are interesting, while what is not interesting according to respondents is the respondents' interest in hashtags. This is because not all consumers often pay attention to the presence of hashtags in the caption. For example, respondents' assessment of the use of hashtags in captions on Instagram is that too many hashtags make readers tend to be reluctant to see them or even click on the hashtags.

The following are the results of clicking on the AK Riau Organic Chicken hashtag:



Therefore, it is better for Organic Chicken AK Riau" to evaluate the use of hashtags used in the caption using words that are easy to understand, and make potential consumers interested in the products offered. This is in accordance with the opinion of Sya'idah (2020) that information about products including brands, logos, taglines, symbols, packaging designs, product benefits, prices and ordering methods increases awareness of the brand and is one of the things that influences consumers in choosing or buy a product.

5. Laboratory Test Results

UD organic chicken. Rahayu AK has received laboratory test results from IPB Bogor regarding the nutritional content of organic chicken. Contains higher protein and lower fat so it is safe to consume for cholesterol sufferers. The following are the results of laboratory tests for the nutritional content of organic chicken.

**BALAI PENGUJIAN MUTU PRODUK
PETERNAKAN BOGOR
KEMENTERIAN PERTANIAN RI**

DESKRIPSI	AYAM ORGANIK AK HASIL LAB BALAI PENGUJIAN MUTU PRODUK PETERNAKAN, BOGOR	AYAM KAMPUNG	AYAM RAS
LEMAK	2,38 %	9,15%	21-25%
PROTEIN	19,76 %	19%	17%
KANDUNGAN AIR	52,47 %	64,9%	68-74%
OMEGA 3	0,231 %	-	-
OMEGA 6	8,117 %	-	-
OMEGA 9	51,816 %	-	-
SALMONELLE	NEGATIF	TIDAK TERDETEKSI	TERDETEKSI
ANTIBIOTIK PC,ML,AG,TC,α	NEGATIF	NEGATIF	POSITIF
PESTISIDA	TIDAK TERDETEKSI	TIDAK TERDETEKSI	MENGANDUN PESTISIDA
CHLORAMPHENICOL	NEGATIF		
HORMON	TIDAK TERDETEKSI		
FORMALIN	TIDAK TERDETEKSI		
PESTISIDA (ORGANOFOSFAT)	TIDAK TERDETEKSI		

Therefore, it can be explained that the laboratory test results also show that UD organic chicken. Rahayu AK contains omega 3, 6, 9 which are not found in broiler chickens. Organic chicken does not detect salmonella bacteria and contains other chemicals such as pesticides and

antibiotics, so it is safe to consume for consumers who suffer from allergies to chemical ingredients. This proves that organic chicken has higher nutrition than broiler chicken.

CONCLUSION

The rapid progress of science and technology has caused changes in people's behavior towards meeting their daily needs. Currently, promotional activities can be carried out via social media because it is considered the most effective in disseminating information quickly with a wide reach.

Therefore, by implementing all the existing components of the Instagram social media as a promotional media which is currently widely used in accordance with the development of digital science and technology which is increasingly developing rapidly, it can be utilized and maximized by business people who make social platforms. This media is a digital promotional tool that helps increase brand awareness of a product, thereby increasing sales and increasing turnover for companies or business people.

REFERENCES

- Angkie, N. S. 2019. Pengaruh Social Media Marketing Terhadap Brand Equity Pada Brand Fashion Zara, H&M, Pull&Bear, Dan Stradivarius Di Surabaya. *Agora*, 7(1).
- Ghyanti, Khari Faradiba. 2016. Efektivitas Promosi Produk Organik “Bee Organic. Food” Melalui Media Sosial Instagram. Bogor: Institut Pertanian Bogor
- Khorniawati, M. 2014. Produk Pertanian Organik Di Indonesia: Tinjauan Atas Preferensi Konsumen Indonesia Terhadap Produk Pertanian Organik Lokal. *Journal Studi Manajemen*, 8(2), 171–182.
- Kurniawan, Aris. 2015. 13 Pengertian Analisis Menurut Para Ahli di Dunia. Tersedia di: <http://www.gurupendidikan.co.id/13-pengertian-analissmenurut-para-ahli-didunia/>.
- Lustono, L. 2020. Pengaruh Media Promosi Digital atau Online dan Viral Marketing terhadap Keputusan Pembelian Pada Belanjadolo Online Shop Di Kecamatan Banjarnegara. *Medikonis*, 20(1), 11–24.
- Morissan. 2010. Periklanan komunikasi pemasaran terpadu, Jakarta : Penerbit. Kencana.
- Nandaryani, N. W., Santosa, N. A., & Putra, I. P. D. A. 2021. Analisis desain konten instagram sebagai strategi promosi@ sayurboxbali. *SENADA (Seminar Nasional Manajemen, Desain Dan Aplikasi Bisnis Teknologi)*, 4, 407–415.
- Nikijuluw, G. M. E., Rorong, A. J., & Londa, V. 2020. Perilaku Masyarakat Di Era Digital (Studi Di Desa Watutumou Iii Kecamatan Kalawat Kabupaten Minahasa Utara). *Jurnal Administrasi Publik*, 6(92).
- Paramitha, H., & Doho, Y. D. B. 2021. Pengaruh Konten Instagram Ads@Luxebarbershop Terhadap Peningkatan Brand Awareness. *Journal of Research on Business and Tourism*, 1(2), 119–127. <https://doi.org/10.37535/104001220213>
- Putri, E. 2013. Aplikasi Instagram sebagai Media Komunikasi Pemasaran Online Shop. Skripsi.
- Singarimbun, M. 2006. Metode penelitian Survei. Jakarta. LP3ES.

Sucipto, A., & Jadmiko, P. 2022. PENGARUH DIMENSI MARKETING COMMUNICATION ADVERTISING TERHADAP PERCEIVED ADVERTISING VALUE IKLAN TOKOPEDIA DI MEDIA SOSIAL (Studi Puspasari & Hadithya JMBK, Vol. 4, No. 2, Oktober 2023 252 Pada Generasi Z di Kota Padang). Abstract of Undergraduate Research, Faculty of Economics, Bung Hatta University, 21(2), 1–2. Undang-undang Republik Indonesia Nomor 11 Tahun 2008.