

Utilization Instagram as a Marketing Communication Media in the Covid-19 Pandemic A Case Study: Oppa Akademi Korean Language Course Institute

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Abstract. This study aims to determine the use of social media Instagram as a marketing communication medium carried out by the informal Korean language course institute, Oppa Akademi, located in Kebayoran Baru, South Jakarta. Given the Covid-19 Pandemic, which must change all activities to be online-based, including Korean language lessons at the Oppa Akademi. Besides, the purpose of this study is also to see the application of Instagram, advertising, sales promotion, and the application of internet marketing by Oppa Akademi. The method used is a descriptive qualitative approach. The data sources in this study were the CEO of Oppa Akademi, marketing staff, and one of the tutoring participants at Oppa Akademi. Data techniques through in-depth interviews, frank or covert observation, and documentation. Through the use of Instagram social media, communication becomes effective by carrying out advertising, sales promotion, and internet marketing, as well as the impact of increasing the number of Korean language tutors at Oppa Akademi

Keywords: Marketing communication, mix promotion, Instagram.

1. INTRODUCTION

In the modern era like today, the internet network has become a necessity for the community, along with the rapid development of the internet and the development of technological advances. The internet makes it easy for people to communicate in two directions regardless of time and space. In addition, using the internet also makes work easier, and makes work more flexible.

According to research data from WeAreSocial, internet users in Indonesia in early 2020 reached 175.4 million users, an increase of 17% or 25 million users from the previous year. Besides, 160 million of them are active

social media users. Of course, the number of active social media users has increased by 8.1% or 12 million users from last year (April 2019) [1].

Based on data from Facebook as the owner of Instagram reported from kumparan.com, there are more than 2 million active advertisers on Instagram, with 25 million registered business accounts. This figure shows that Instagram has been chosen by many users as a medium for them to sell [2].

Over time, the role of social media as a medium for entertainment and education has now shifted to become a marketing intermediary media, because each social media has its own charm. This is widely used by millennials who have businesses, making social media a medium for

marketing the products or services they manage. This is also supported by quite affordable marketing costs.

In addition, the current pandemic in Indonesia is one of the factors and opportunities for business actors to market their products or services through social media. This is supported by data from the Indonesian Ministry of Communication and Information Technology on the pressrelease.kontan.co.id page which states that there is an increase in internet use by 40%, and access which is usually dominated by office areas, is now dominated by residential areas[3]. As a result, many business actors have temporarily stopped from conventional business activities as a form of compliance with government regulations concerning Large-Scale Social Restrictions (PSBB), and have stopped marketing their products or business activities to social media networks.

In this case, social media most widely used by business actors in marketing their products or services is Instagram social media. Instagram is an application that can share photos and videos that allows users to take photos, videos, and take advantage of digital filters and share them with many people and other social networks[4].

Marketing communication helps business actors to provide knowledge to potential consumers about what products to choose, how to get them, what benefits will be obtained, and all information related to the products or services offered. Moreover, currently, marketing communication is not only carried out conventionally but also through digital, one of which is using social media Instagram which is often referred to as digital marketing communication.

As a business actor engaged in education, Oppa Akademi uses social media Instagram to introduce his brand to the general public. Oppa Akademi is an informal Korean language institution managed by a South Korean foreigner and taught directly by native South Korean natives located in Kebayoran Baru, South Jakarta. Apart from introducing the brand on Instagram, Oppa Akademi also invites the public to take Korean language tutoring activities at the institution. Moreover, the current pandemic condition has made the majority of people have a lot of free time, which can be used by taking language classes that can increase foreign language skills. The use of digital marketing communication, also known as social media marketing, is expected to have an impact in the form of brand awareness, customer engagement/relationship (relationship with consumers), and electronic word of mouth communication (e-WOM).[5].

In this case, the researcher limits the dimensions of marketing communication that will be studied, namely focusing on advertising, sales promotion, and internet marketing, all of which are carried out through Instagram social media.

The advertising dimension refers to a form of promotion that aims to introduce the company and achieve its targets through the installation of company information through several media such as print and electronic media. In other words, the advertising dimension presents a product or service as attractive as possible so that it can become a consumer's attention [6].

2. METHOD

This study uses descriptive qualitative methods, which in qualitative research the researcher tries to understand well what the researcher is researching. According to Afrizal, the qualitative research method is defined as a social science research method that collects and analyzes data in the form of words (oral and written) and human actions and researchers do not try to calculate or quantify the qualitative data that has been obtained and thus do not analyze numbers. -number. The data collected using this method is in the form of documentation, transcripts of interview results, official documents, memos, and other documents. This is very useful for researchers to gather the information that is very useful in this study. So that researchers can find out the use of Instagram as a digital marketing communication medium at the Oppa Akademi institution.

Data collection was carried out at the research site, namely in the marketing section with staff who handled online marketing and promotion conducted by Oppa Akademi. Done by direct observation, namely observation to directly support additional information to add to the information studied. In qualitative research, data collection is carried out in natural settings (natural conditions), primary data sources, and more data collection techniques using passive participatory observation, in-depth interviews, and documentation.

After the data has been collected, the next step is data reduction, unit arrangement, categorization, and the last step is data interpretation. The data analysis technique used by researchers in this study was the Miles and Huberman model data analysis technique which was carried out through several processes including data analysis before being in the field and data analysis while in the field and followed by checking the validity of the data.

3. RESULTS AND DISCUSSION

The use of Instagram social media by Oppa Akademi includes advertising, sales promotion, and internet marketing activities in providing information about Korean language classes they are holding and offering ongoing or upcoming promotions.

Advertising: In carrying out advertising activities, Oppa Akademi pays attention to three important

strategies for effective advertising, namely inform, awareness, and persuasion. The information provided by the oppa academy in the advertisement on Instagram's social media contains information on Korean language classes that will be opened, such as levels, prices per level, learning curriculum, technical learning, and feedback that students get. For example, the advertisement for the opening of the Hangul class, Oppa Akademi will inform you that the class price is IDR 100,000 and will be held for six meetings. Then the curriculum that is taught is in the form of basic vowels and consonants, vowels and double consonants, batchim, as well as speaking exercises with native teachers. The learning technique is also carried out online through the zoom application, considering that the PSBB is being implemented to prevent the spread of the Covid-19 virus and the feedback that will be obtained by students in the form of material in the form of PDF, homework, learning voice recordings, and questions and answers by native teachers conducted through groups Whatsapp.

In addition to providing information through ad impressions, Oppa Akademi also provides information through learning content that is posted every day. The

content contains korean language vocabulary and translations using snippets of korean dramas or popular variety shows.

This has an impact on consumer awareness of the Oppa Akademi because many Indonesians use social media Instagram and are interested in the Korean language. Oppa Akademi also continues to strive to increase consumer awareness by utilizing the Instagram ads feature in the form of story ads and feed ads for Korean class ads. The Instagram ads feature is designed to reach a wider audience according to the intended target based on the analysis on the Instagram user homepage. That way, the ads made by Oppa Akademi using Instagram ads will automatically be displayed on the story or feed of Instagram users who like and often access Korean language learning content and Korean culture.

Using Instagram ads to increase consumer awareness is very effective. After serving the ad, there was an increase in the number of visitors to the Oppa Akademi Instagram account and some consumers who were interested in taking Korean language classes at Oppa Akademi. (FIGURE 1)

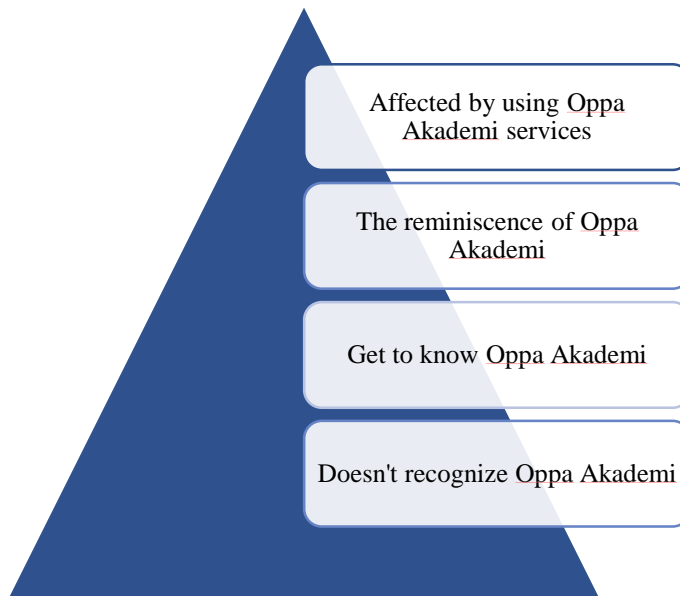


FIGURE 1. Consumer awareness ad serving by Oppa Akademi

Sales Promotion: The sales promotion activities carried out by Oppa Akademi are oriented towards the end customer or customer-oriented sales promotion, where the form of promotion carried out is the provision of free classes, trial lessons, and discounted prices. The giving of the first free class is the free hangeul class that learns basic korean vowels and consonants, korean vowels and double consonants, and batchim. The free class is conducted via Instagram live for a week and is continued with conversations with native teachers via Instagram live as well. In addition to promotions with free

classes, Oppa Akademi also holds trial lessons which are carried out through the zoom application as an illustration of tutoring at Oppa Akademi for consumers who want to register. This tutoring trial is conducted for students who can read and write hangeul and are interested in continuing to the regular class level 1 and there is a discount for students who continue to regular classes or continue to the next level. (FIGURE 2)

Oppa Akademi applies this method regularly, in the sense that if you have implemented free classes, trial

lessons and discounted prices this month, there will be another promotion next month in the same way.

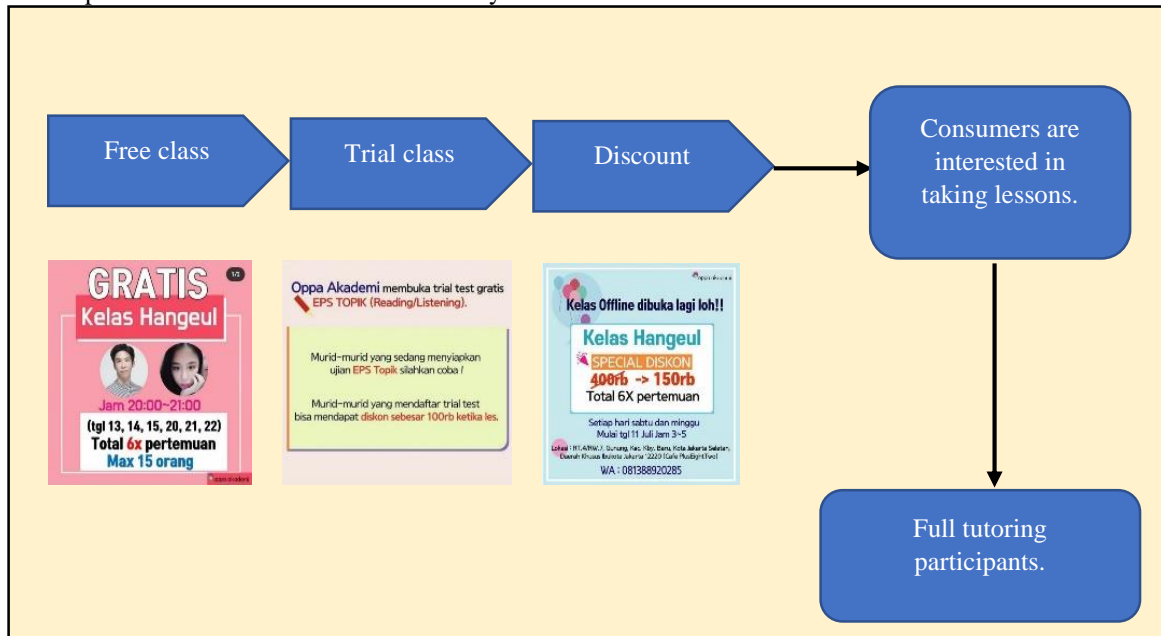


FIGURE 2. Promotion flow scheme at Oppa Akademi

This method is effective because it sees many consumers who are interested and interested in the promotion, especially the free class, especially it is implemented online which makes it easier for consumers to join the class and is not bound by distance. However, as there are many enthusiasts from this promotion, Oppa Akademi will adjust the class price with the quality that consumers will get.

Internet Marketing: In addition to marketing Korean language classes on Instagram social media, Oppa Akademi also uses Facebook as a marketing medium, but it is not as interactive as Instagram. Oppa Akademi takes advantage of the features on Instagram to market Korean language classes by performing advertisements and various promotions such as free classes, trial lessons, and discounted prices. About 90% of students who register know Oppa Akademi through ad impressions on Instagram.

Not only doing ad impressions and promotions Oppa Akademi also always inserts communication messages in each of its content, such as learning content that is posted every day. Oppa Akademi provides tips for learning Korean and recommends the correct use of words in sentences. The learning content is made from snippets of cute Korean drama scenes and interesting words that appear in Korean dramas, designed using a simple design and language that is easy to understand so that consumers can learn everyday Korean, not just the theory.

The communication messages delivered by Oppa Akademi received positive responses from consumers.

Consumers often respond to Oppa Akademi learning content posts by asking about the use of other words from the vocabulary being taught or asking questions about the Korean language and culture. Oppa Akademi swiftly replies to consumer messages in the comments column of the post and believes in explaining it in detail so that consumers can understand it.

By involving interactions in the delivery of communication messages, Oppa Akademi feels the impact of using internet marketing, which is to make customer engagement/relationships or relationships with consumers well-established. Apart from having a good relationship with consumers, the most impact felt by Oppa Akademi is experiencing an increase in the number of visitors and followers of their Instagram profiles. Previously, the number of followers of the Oppa Akademi Instagram account was around 92 thousand followers, while currently, the number of followers has reached 100 thousand followers.

Apart from increasing the number of visitors and followers of their Instagram profiles, Oppa Akademi also experienced an increase in the number of Korean language tutors in the first month. (FIGURE 3).

4. CONCLUSIONS

Following the discussion described above, the results of this study show that the use of Instagram as a marketing communication medium, especially during the Covid-19 Pandemic, was very effective by seeing the

aspects of increased consumer awareness, well-established and interactive relationships with consumers, and there is an impact of increasing the number of korean language tutors at the Oppa Akademi. To increase consumer awareness is done by serving ads for free through Instagram feeds and stories, or for a fee via Instagram ads. Meanwhile, the creation of well-established and interactive consumer relationships is carried out by providing communication messages through the provision of learning content in which some consumers respond to the contents of learning content so that interactive communication occurs between consumers and Oppa Akademi. .

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