

Improving KRN.BGT's Product Knowledge through the List of FAQs on KRN.BGT's Instagram Stories Highlights

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ABSTRACT

Established in April 2020 by Budi Santosa, KRN.BGT is a fashion brand from Jogja Painting that produces artistic masks by collaborating with other local artists. KRN.BGT is targeting people aged 20s-30s who like visual arts. Although it has a well-designed Instagram account, they still receive many questions from their customers and potential customers regarding their products through Instagram direct messages and comments. Therefore, I decided to improve KRN.BGT's product knowledge by creating a list of FAQs of its products on its Instagram Stories Highlights, compiled from the direct messages and comments by applying the theories of good FAQs by Biroscak (2019) and color contrast from Alscher (2019) and Evans (2019). I found three USPs from my observation and survey, namely adjustable, suitable for adults and children, and customizable; and include them into the list of FAQs, so its existing and potential customers know more about its products.

Keywords: product knowledge, FAQ, Instagram, Instagram Stories Highlights

INTRODUCTION

KRN.BGT is one of the brands from Jogja Painting that runs in the fashion sector. KRN.BGT produces artistic masks by collaborating with other local artists. KRN.BGT was established in April 2020 by Mr. Budi Santosa, the CEO of Jogja Painting. Established on May 13, 2014 by Mr. Budi Santosa, Jogja Painting is a Creative Painting company that has product specializations in Mural Art, 3D Trick Art, Mix Media Art, Room Decorations (exterior & interior), Paintings, Art Installation, and Art Class. Mr. Budi Santosa established KRN.BGT because some Jogja Painting's projects were postponed or even canceled due to the COVID-19 pandemic. He came up with the idea of producing artistic masks to prevent the spread of COVID-19. Aside from artistic masks, KRN.BGT also produces artistic bucket hats. Based on my interview with the HRD manager, the target market of KRN.BGT is people at the age of 20s to 30s who like visual arts, such as drawing, painting, and digital illustration. KRN.BGT does not have an offline store, so people can only purchase KRN.BGT's products through online platforms, such as WhatsApp, Shopee, and Tokopedia.

KRN.BGT has two competitors, which are Niion and Santai. Niion and Santai have the same target market and materials as KRN.BGT for the artistic masks. However, there are some distinctions between KRN.BGT and both competitors. The distinctions between KRN.BGT and Niion are in their product's design, how to order, the price of the artistic masks, and the product variants. Niion's artistic masks can be earloop or headloop, however, KRN.BGT's artistic masks are in headloop only. In addition, KRN.BGT's products can only be purchased through online platforms; however, Niion's products can be purchased through online and offline platforms. Furthermore, Niion's artistic masks are more expensive (IDR 79,900,- - IDR 89,000,-/each) than KRN.BGT's artistic masks (IDR 50,000,- - IDR 75,000,-/each). Niion also sells bags and gloves, unlike KRN.BGT that only sells masks and bucket hats. Next, the distinctions between KRN.BGT and Santai are in their product's design, the price of the artistic masks, and the product variants. Santai does not collaborate with local artists in producing artistic masks like KRN.BGT. Then, Santai's artistic masks have a tiny wire in the nose area that KRN.BGT's artistic masks do not have. All masks from Santai are only IDR 50,000,-/each. Moreover, Santai also sells other products, such as bags, shirts, and t-shirts.

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Throughout my internship program in KRN.BGT, I found that KRN.BGT did not provide product knowledge regarding its products to the customers, especially through KRN.BGT's Instagram account. Although KRN.BGT has a well-designed Instagram and a lot of followers, KRN.BGT does not show product knowledge on its Instagram. Most of KRN.BGT's customers and potential customers asked questions through Instagram direct messages or comments regarding KRN.BGT's products, such as the product's price, the platforms to order the product, the product's status, etc. In addition, sometimes KRN.BGT's customers and potential customers got a slow response or even did not get any responses to their questions from the social media admin.

To overcome the lack of product knowledge of KRN.BGT's products, the best solution is by creating a list of FAQs regarding KRN.BGT's products on its Instagram Stories Highlights. Through this list of FAQs, KRN.BGT's customers and potential customers can save more time to know about KRN.BGT's products. They do not need to ask and wait for a long time to get the answers regarding KRN.BGT's products from the social media admin of KRN.BGT's Instagram. This can prevent the lack of interest from purchasing KRN.BGT's products, so KRN.BGT does not lose customers in the future. Moreover, KRN.BGT's social media admin on Instagram does not need to answer repeatedly to the same questions from KRN.BGT's customers and potential customers regarding KRN.BGT's products. The social media admin can save more time to do his or her jobs since he or she does not need to answer the same questions one by one manually, either through the direct message or comment section.

There are some principles that I used in creating the list of FAQs. To support the process of making the list of FAQs for KRN.BGT, I gain the theories and guidelines from online platforms, such as web pages, and an online journal. The theories and guidelines are about definitions, purposes, and tips in creating the FAQs.

Business Communication

Business Communication is a communication process that happens in an organization. This kind of communication can be in a formal or informal way, and it can also be in written or spoken format. Business communication is not only between one person and another, but it can also be in the large group of people (Gramatnikovski et al., 2015, p. 268). Business communication can run well if the recipient can get the information that they want to hear, and the speaker can give the desired information from the recipient. When people run a business, they will encounter many customers who want to know or purchase their product or service. Their customers will have some questions regarding the product and service, and the business owners need to provide the right answers to those questions.

Product Knowledge

Product Knowledge is a business' ability in providing information related to the product that the business sells to its customers (Bhasin, 2020). Every business needs to give insight to their customers about their product, for instance, the product's material, functions, price, etc, so their potential customers can understand what they are actually selling. When people run a business, having product knowledge is necessary. Based on O'Neill (2019), there are four points why having product knowledge is necessary for the business. First, having product knowledge can improve sales since the business owners know about their product, and they can explain effectively and provide better understanding about their products to their potential customers. Second, having product knowledge can help the business owners to answer the customers' questions about the product. Third, having product knowledge can educate the customers regarding the product, so they can get a better understanding of the product. This will prove to the customers that business owners master the product that their business sells. Last, it gives

confidence improvement to both the business' customers and employees. For the customers, they can make sure that they get what they need from the product. For the employees, having product knowledge means they have the ability to handle customers' questions regarding the product.

Social Media

Social Media is an online platform that allows people to do networking and gain some information or ideas from other people (Dollarhide, 2020). There are many kinds of social media, such as Facebook, Instagram, TikTok, Twitter, Snapchat, etc. It is not only a place for families or friends to interact with each other, but also a platform used to introduce and promote any kinds of businesses. People usually choose Instagram when they want to introduce and promote their businesses because of its popularity, from youngsters to elderly people. Instagram allows people to interact and share some photos with others. This application was established by Facebook in 2012, and it is free (Holak & McLaughlin, n.d). Instagram also provides some features that can help them promote their businesses in a creative way, one of which is Instagram Stories Highlights. This feature allows users to show their Instagram Stories permanently on their Instagram profile. The regular Instagram Stories will last only for 24 hours, but if it is included in the Instagram Stories Highlights, people can see it anytime since the Stories will be there permanently (Kotlyarenko, 2019).

Frequently Asked Questions (FAQs)

Frequently Asked Questions (FAQs) is a set of questions that is asked by people about a certain product or service (Perera, n.d) to help people find the answers to their questions related to the certain product or service. Frequently Asked Questions (FAQs) are usually available on a website of the company with its own page or attached to other online platforms, such as Instagram. Based on Biroscak (2019), there are eight tips in creating a good list of FAQs. First, people should simply give the title "FAQ", so the readers will understand automatically that this is about FAQ regarding the product or service. Second, people should write the questions based on customers' point of view, so the customers will not be confused when they read it. Third, people should write the FAQs in the Q&A (Questions & Answers) format. After writing the questions, they should give the actual answers directly. Fourth, they should give concise answers in no more than 100 words, so the answers will be to the point. Fifth, the answers should be given without linking it to another page or apps. Sixth, for Yes/No questions, people should simply answer it with Yes or No, instead of getting around the bush. Seventh, people should avoid jargon. They should use words or phrases that are familiar to the customers. Last, people can give a personality to their FAQs, such as in casual or humorous style, so it will not sound boring although the FAQs have a direct style.

Unique Selling Point (USP)

Unique Selling Point (USP) is a business' unique characteristic that attracts customers and makes its products or services different from any other businesses. Unique Selling Point (USP) can help the business operation stay on track (Barker, December 27, 2018). Based on Gonzalez (2019), there are seven steps in finding the Unique Selling Point (USP). First, people who want to find their business' USP should brainstorm by writing everything that makes their product unique, and also do research about their competitors. Second, people who want to find their business' USP should identify their target audience that will fit their uniqueness, so they can have a direct relationship with their target audience. Third, people who want to find their business' USP should make their business look appealing by showing their products' or services' aspects or the specialty of their production. Fourth, people who want to find their business' USP should use their chance to be unique by identifying their competitors' strengths and weaknesses. Fifth, people who want to find their business' USP should start a relationship with their customers by creating trust and convincing their customers that their businesses will fulfill their expectations and demands. Sixth, people should make their brand attractive to

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trigger their customers to buy their products. Last, after finding the USP, business owners should summarize all uniqueness that they found into a noticeable phrase that is concise and easy to understand.

Color Contrast

Color Contrast is a color that is different from another color within the color wheel. Based on the position in the color wheel, there are two types of level for the color contrast, which are high contrast and low contrast. For example, in the color wheel, if there are two colors that are directly opposite, it means they have a high contrast, and vice versa (Alscher, 2019). Color contrast can also be called complementary color. Understanding color contrast can help people in choosing good colors (Evans, 2019). It can help people decide the best color to use, so their customers can see it clearly. For example, if people want to create a list of FAQs of their product on Instagram Stories Highlights, the background color and the font color should be chosen wisely, so the colors will not overlap one to another.

METHOD

The respondents of my data collection were people (male and female) who asked some questions regarding KRN.BGT's product through KRN.BGT's Instagram direct message and comment section. There were 120 people who asked through direct messages, and there were 48 people who asked through the comment section. The reason for choosing those respondents was because they already asked some questions related to KRN.BGT's product since the first launching of KRN.BGT on Instagram in April 2020 until March 2021. The purpose of the data collection was to know the frequently asked questions from KRN.BGT's customers regarding KRN.BGT's products. By knowing their questions, I could produce an effective list of FAQs regarding KRN.BGT's product on KRN.BGT's Instagram Stories Highlights. In addition, I asked Mrs. Dewi Rachmawati, the Human Resource Manager of Jogja Painting, to get the right answers for the FAQs.

FINDINGS AND DISCUSSION

Result of the Data Collection

From the respondents, I got 207 questions that were asking about KRN.BGT's product through direct message and comment section. Based on the data that I collected, I categorized all questions from KRN.BGT's customers regarding KRN.BGT's products into 21 questions since there were several customers that asked the same questions in different ways. Based on those 21 questions, I classified them into three categories of questions in the order of their frequency of occurrences, which were "Before Buying", "When Ordering", and "After Buying". In figure 1, I gave a yellow highlight for "Before Buying" category, an orange highlight for "When Ordering" category, and a green highlight for "After Buying" category.

Figure 1. Questions and Answers of KRN.BGT's Product Based on Its Category Part 1

Category	Questions & Answers
Before Buying	Q: Kak, harga maskernya berapa, ya? A: Harga masker bervariasi, mulai dari 50K – 75K. Ayo order sekarang!!
	Q: Kak, barangnya ready atau tidak, ya? A: Masker KRN.BGT selalu ready stock. Ayo order sekarang sebelum kehabisan!!
	Q: Kak, kapan barangnya restock lagi? A: Produk KRN.BGT akan restock sekitar 1-2 minggu. Sebelum kehabisan, ayo order sekarang!!
	Q: Kak, gimana cara collab bareng KRN.BGT? A: Untuk informasi mengenai collab dengan KRN.BGT, Sobat Keren bisa menghubungi 082313119192 (WhatsApp).
	Q: Kak, bisa buat masker custom gak, ya? A: KRN.BGT bisa membuat masker custom sesuai kreasi Sobat Keren. Ayo order sekarang!! *syarat & ketentuan berlaku
	Q: Kak, model maskernya apa? A: Model masker KRN.BGT berupa headloop adjustable yang sangat nyaman untuk Sobat Keren.
	Q: Kak, ukuran maskernya berapa, ya? A: Ukuran masker KRN.BGT: Dewasa (20cm X 14cm) & Anak-anak (18cm X 11cm)
	Q: Ini harus ikut Pre-Order (PO) atau tidak, kak? A: Masker KRN.BGT selalu ready stock jadi tidak perlu Pre-Order (PO). Ayo order sekarang sebelum kehabisan!!
	Q: Bahan maskernya apa ya, kak? A: Masker KRN.BGT memiliki 3 lapisan bahan: Lapisan luar (Polyester full printing), Lapisan tengah (Spunbound anti bacterial), Lapisan dalam (Cotton)
	Q: Barangnya bisa kirim kemana saja, kak? A: Produk KRN.BGT bisa dikirim ke seluruh Indonesia. Jadi... Tunggu apa lagi?? Ayo order sekarang!!
	Q: Kak, kalau saya di Yogyakarta, saya tetap beli secara online atau bisa offline? A: KRN.BGT tidak memiliki offline store. Sobat Keren harus order secara online melalui: 082313119192 (WA), artistproject (Shopee), artistproject (Tokopedia)
	Q: Ada reseller gak, kak? A: KRN.BGT tidak memiliki reseller. Sobat Keren bisa order sekarang melalui: 082313119192 (WA), artistproject (Shopee), artistproject (Tokopedia)
	Q: Masker sekali diproduksi ada berapa pcs, kak? A: Masker KRN.BGT diproduksi 10-15 pcs untuk setiap seriesnya. Segera order sebelum kehabisan!!
	Q: Kak, harga bucket hat'nya berapa, ya? A: Semua bucket hat seharga 175K. ayo order sekarang supaya Sobat Keren makin keren!!
	Q: Kak, tokonya dimana? A: KRN.BGT tidak memiliki offline store. Sobat Keren bisa order sekarang melalui: 082313119192 (WA), artistproject (Shopee), artistproject (Tokopedia)
When Ordering	Q: Kak, cara ordernya gimana, ya? A: Ayo order sekarang melalui: 082313119192 (WA), artistproject (Shopee), artistproject (Tokopedia)

Figure 2. Questions and Answers of KRN.BGT's Product Based on Its Category Part 2

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	<p>Q: Biaya ongkos kirim (ongkir) berapa ya, kak? A: Biaya ongkos kirim (ongkir) tergantung kota masing-masing. Sobat Keren bisa check & order melalui: 082313119192 (WA), artistproject (Shopee), artistproject (Tokopedia)</p>
	<p>Q: Kak, cara bayarnya gimana, ya? A: Pemesanan produk KRN.BGT melalui: WhatsApp (Transfer ke BCA 0373753201 a/n Budi Santosa), Shopee/Tokopedia (Pilih metode pembayaran yang tersedia di aplikasi)</p>
After Buying	<p>Q: Kak, cara mencuci maskernya gimana, ya? A: Rendam masker dalam larutan air detergen (10 menit), lalu tekan perlahan. Kemudian, bilas masker hingga bersih dengan air mengalir & jemur di bawah sinar matahari hingga kering. Mudah 'kan?</p>
	<p>Q: Kak, maskernya bisa berapa kali pakai? A: Masker KRN.BGT bisa dipakai Sobat Keren berkali-kali. Praktis 'kan? Ayo order sekarang!!</p>
	<p>Q: Cara pakai maskernya gimana, kak? A: Cara pemakaian masker sangat mudah.. Sobat Keren bisa klik Instagram Story Highlight kami yang berjudul "Tutorial"</p>

Result of the Unique Selling Points

There are three KRN.BGT's unique selling points (USPs) that I discovered. First, KRN.BGT's artistic masks are adjustable since it has a headloop design that can fit for hijabers and non-hijabers. Second, KRN.BGT's artistic masks are suitable for adults and children since KRN.BGT offers two different sizes for the artistic masks unlike KRN.BGT's competitors. Lastly, KRN.BGT's customers can order customized masks based on their requests.

Discussion on the FAQs

The list of FAQs was in the Question and Answer (Q&A) format, so it would give the direct answers to the questions regarding KRN.BGT's products (Biroscak, 2019). The first FAQs category that I posted was "Before Buying". Next, the second FAQs category that I posted was "When Ordering". Then, the last FAQs category that I posted was "After Buying". I posted 3 questions each day, so it was not too spamming that could make the customers reluctant to see the FAQs. Since there were 21 questions, it would be uploaded in 7 days. The question and the answer of the FAQs would not be in the same frame, but I posted the question first, and the next post would be the direct answer of the question before. In addition, I posted the FAQs between 03:00pm until 06:00pm since those times were the highest engagement rate of KRN.BGT's Instagram. It could reach around 2,700 to 3,100 people (KRN.BGT, 2021).

The form of questions on the FAQs was written based on the customers' point of view, so the customers could relate with their problem when they wanted to know more about KRN.BGT's products. The form of the questions was based on customers' point of view meaning that it was based on the questions that they already asked about KRN.BGT's product on KRN.BGT's Instagram direct message and comment section (Biroscak, 2019). Then, the language style for the list of FAQs was in a casual style yet in a polite form, so the FAQs would not sound boring and stiff, and also look professional. In addition, I used Indonesian for the list of FAQs, so KRN.BGT's customers could understand easily when they read it since most KRN.BGT's customers used Indonesian when they asked about KRN.BGT's products. However, there were some English words attached in the list of FAQs, such as ready stock, restock, collab, etc because I was adjusting it with the choice of words from KRN.BGT's customers when they asked about KRN.BGT's products. Moreover, the answers to the questions were in full sentences, complete words, and concise, so KRN.BGT's customers could get the point when they read the FAQs. I also used words or phrases that were familiar to KRN.BGT's customers, so they could understand the questions and the answers easily.

To address the social media admin, I used the word “*kak*” when the customers asked the questions regarding KRN.BGT’s products. I chose that word since it was universal for both male and female, and also polite as the addressee. For addressing KRN.BGT’s customers in the FAQs, I called them *Sobat Keren* since KRN.BGT addressed its customers with *Sobat Keren* since the beginning of the launching of KRN.BGT. In addition, when there was a question that asked the price of KRN.BGT’s products, I used the letter “K” which was the abbreviation of the word “kilo” that referred to “thousand”. For example, I wrote “50K” instead of “50,000,-” or “50ribu”. This abbreviation is popular among young people and also in social media, which makes it suitable for KRN.BGT’s target market.

The FAQs’ design was in the form of Instagram Stories. The size of the Instagram Stories was 1080 x 1920 pixels, so KRN.BGT’s customers could see the content fully without being cropped. The picture’s format was in PNG, so it would give a High-Definition (HD) result that prevented the picture being blurry. In addition, in each Instagram Stories, there was KRN.BGT’s logo as a watermark to show the identity of a name itself, and KRN.BGT’s customers could keep on remembering KRN.BGT. Moreover, for the Instagram Stories Highlights’ cover for each category of FAQs, I used a cover picture with the word “FAQ” written on it, so KRN.BGT’s customers knew directly that those were about KRN.BGT’s FAQs. I used a black background for the Instagram Stories Highlights’ cover for each category of FAQs, and the word “FAQ” on the cover was in yellow. Those two colors are the tone of KRN.BGT’s Instagram, so it will show a similar visualization. For the title of each category of FAQs, I wrote it with “Before Buying”, “When Ordering”, and “After Buying”. In addition, the FAQ’s theme was yellow and dark grey. These two colors represented KRN.BGT’s logo. Based on Mr. Budi Santosa, I used yellow as the background color that represented a young soul full of innovation, joy and a spirit of growth, and then, I used dark grey as the font color that represented strong courage and passionate passion in pursuing its vision. Moreover, I also used red to emphasize and highlight the important point in the answer of every question, for example the product’s price, the contact detail, etc. By knowing about color contrast, I could choose good colors that represented KRN.BGT, and also showed the high contrast to one another that would be easily visible for KRN.BGT’s customers (Alscher (2019) & Evans (2019)). Furthermore, in some of the Instagram Stories of the FAQs, I attached a link that could help KRN.BGT’s customers to go directly to the desired page. For example, when I posted the answer about the way of ordering KRN.BGT’s products, I attached a link that could lead KRN.BGT’s customers to the KRN.BGT’s contacts, such as WhatsApp, Shopee, Tokopedia, TikTok, and product catalogue. This would ease KRN.BGT’s customers to choose which platforms that they wanted to visit regarding KRN.BGT’s products.

CONCLUSION

I decided to create the list of FAQs that was uploaded on KRN.BGT’s Instagram Stories Highlights to solve KRN.BGT’s problem regarding its product knowledge. I chose Instagram Stories Highlights to show the FAQs because it was more effective and convenient for KRN.BGT’s customers since KRN.BGT’s customers could see it any time easily. This list of FAQs could help KRN.BGT attract more potential customers since they could save more time to get their answers regarding KRN.BGT’s product. Then, KRN.BGT’s social media admin on Instagram did not need to repeat the same answers several times to the same questions from KRN.BGT’s customers regarding KRN.BGT’s product. For the FAQs, there are three categories of questions, which are “Before Buying”, “When Ordering”, and “After Buying”. The unique selling points (USPs) of KRN.BGT would also be shown in the FAQs, which were adjustable, suitable for adults and children, and customizable. It is expected that KRN.BGT’s customers can get a better insight from the list of FAQs regarding KRN.BGT’s product.

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