

## **Managing Jasapindah.id Instagram Account Effectively to Increase Its Brand Awareness**

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### **ABSTRACT**

Jasapindah.id is a relocation service under PT 3 Permata Logistics management. They provide relocation, packing, and warehouse services. However, the main problem that Jasapindah.id faced was the ineffective use of the social media of Instagram. The current Instagram contents were not good because the information needed was not complete, the quality of the picture was low, and the content was not updated regularly. Hence, the solution was managing its Instagram account by giving comprehensive information, improving the quality of the pictures, and making the content schedules. I improved the Instagram contents and pictures based on the theories from Walter and Gioglio (2014) and Simone (2013). After I managed the account, the brand awareness has increased, as proved by the increasing number of followers and accounts who contacted Jasapindah.id through direct messages and comments. Hopefully, the revised Instagram contents can increase the brand awareness of Jasapindah.id and led to better sales.

Keyword: brand awareness, social media, Instagram

### **INTRODUCTION**

PT 3 Permata was the company where I did my internship. It was established in 2009 and it is a specialist in logistics and transportation. The head office was established in Surabaya, and the branch offices are located in Semarang and Jakarta. PT 3 Permata is engaged in two lines of business, Tiga Permata Logistics (3PL) and Tiga Permata Express (3PE). The company also has produced two brands, Jasapindah.id and Boxku.id. Boxku.id was the first lease box in Surabaya and Jasapindah.id was the specialist relocation service. PT 3 Permata is also the official distributor of JMP holdings from Australia, which provides an extensive range of cargo protections, and materials handlings for all of logistics needs. To conclude, PT 3 Permata is a company that is engaged in two lines of business, producing two brands under 3PL management, and becoming the official distributor of JMP Holdings from Australia.

During three months of my internship in this company, I found an obstacle related to their promotions. The main problem of PT 3 Permata was the ineffective use of social media of Instagram as their promotional strategy platform. Therefore, I put this problem into my Business Communication Final Project (BCFP) and my solution that I offered to the company was managing their Instagram account effectively by making the interesting contents to increase its brand awareness. The project would be beneficial for the company to support the marketing team to increase the sales, help the audience to recognize the company's brand, and get a clear idea about its services and strengths. To accomplish my target, I would manage Jasapindah.id Instagram account to be more effective and efficient during eleven weeks. This project would also emphasize the things that not highlight clearly in the previous contents such as the strengths of Jasapindah.id and tips for the relocations. Thus, when the audience sees the contents, not only would they get the information about Jasapindah.id, but they also could gain valuable things regarding the relocation preparation and tips in doing the relocation, which was never known before. In doing this project, I preferred using Instagram platform rather than other social media

because Instagram is a rising social media currently, and it began to be used among professionals. As proved, there is around 67% of leading brands starting to use Instagram platform in this world (Walter and Gioglio, 2014). In other words, it is said that Instagram is a promising social media for doing marketing through digital media for nowadays and in the future.

There are four things that determine the success of marketing through social media, those are content, caption, hashtags, and time. In this article, I would focus more on how the content could increase the brand awareness of a service. First of all, Instagram contents would help Jasapindah.id to increase its brand awareness. The content would encourage the audience to obtain a clear idea of Jasapindah.id and the offered services. Moreover, the Instagram contents would be beneficial for the company because it would help Jasapindah.id to be more well-known among its potential customers around. Producing interesting and educational Instagram contents was a crucial thing. It would help the company to gain awareness among the society, especially in this digital era. Therefore, by delivering fascinating and informational Instagram contents, Jasapindah.id could significantly increase its brand awareness.

People can increase their brand awareness by choosing the right strategy, one of them is by selecting the right promotional tool. Promotion is the communication process to create a practical idea toward a brand of product or service (Semenik, 2002). One of the purposes of promotion is to increase brand awareness.

Brand awareness is the moment when people are able to recognize a particular service or product when a brand name is pronounced. It takes out a significant role in business and reaches the potential customer to obtain your product continuously (Shimp, 2004). There are several levels of brand awareness. The first level is the unawareness level, the condition where a person does not recognize the presence of a brand at all. The second level is brand recognition, the situation where a customer starts to choose one brand among several brands. The third level is a brand recall, the condition where a customer can remember a brand by themselves. The fourth level is top of mind, the condition where a brand has turned into the leading brand in his or her mind (Rangkuti, 2004)

To reach the Top of mind level, the digital marketer needs a thing called promotional tool to support and increase brand awareness. There are five kinds of a promotional tool like traditional media, digital media, public relation, events, and salespeople or influencer. In this project I decided to utilize digital media as my promotional tool. Digital media is a tool that requires internet and mobile technology which enables the marketer to connect with the potential customer virtually (Kokemuller, 2018). Digital media can be either an e-mail, website, billboard, or social media. In this project, I will use social media as my promotional platform.

Social media is a familiar thing used by most people nowadays (Simone, 2013). It is utilized to share photos, videos, articles, and also can be used as a marketing place. Marketing through social media is an excellent choice because it is inexpensive, public, and targeted. There are several applications of social media like Youtube, Facebook, Instagram, WhatsApp, and et cetera. In this project, I will use Instagram as my social media platform. Instagram is a social media platform utilized by teenagers up to professionals to share personal photos or videos (Simone, 2013).

I am also utilized four types of images which can be used as the promotional content in social media Instagram (Walter and Gioglio, 2014). It consists of photography, photo collages, images with text, and cartoon. By identifying the contents, it would support the digital marketer to decide and set up the schedule in detail promptly from the time, date, and theme for a month or more. Besides obtained the main plan, it would be better to set the plan B as a backup strategy

in case there are any possibilities appearing in the future. Following the setup schedule and post regularly is the success key to promoting through social media. Not only about to create content and do nothing, but the marketer should engaging to the audience. For example like give the congratulatory message in the current event or holiday as a form of respect to the followers (Simone, 2013), and listen to customers' conversation and sentiments regarding the company like frequently asked questions (Walter and Gioglio, 2014).

## METHOD

Knowing the target market and target audience of a brand was important. In other words, the digital marketer should know first who they are talking to. The target market and target audience of Jasapindah.id that I observed were people who could not handle the relocation by themselves and prioritizing practically. They are at the productive age around the twenties up to the fifties and their economic conditions are middle up to the upper middle. They should be living in Jakarta, Semarang, and Surabaya. However, it rules out for other regionals possibilities for using Jasapindah.id's services.

The goals of making Instagram contents were to gain potential customers' attention and assist the company to interact with the potential customers. Therefore, the Instagram content composed of three types of audience. A first type was a person who did not have any idea about Jasapindah.id. The second type was a person who had a few ideas about Jasapindah.id but interested to utilize its services. The third type was the remaining customer, who had known its brand and following the account to receive any updates from Jasapindah.id.

In the making of a business communication tool for Jasapindah.id, there were some procedures I followed to accomplish the target. First of all, I gathered all the necessary data and information related to Jasapindah.id. I used some sources such as websites and flyer. I interviewed the marketing representatives to ask several questions related to the offered services. After I received all of the necessary data, I prepared the content schedule. Here is the example of my schedule for April.

Week	day	APRIL		
		date	time	Content
1	Wed	3	13.00-14.00	Isra Miraj
	Wed	3	18.00-19.00	Isra Miraj and Wednesday Tips
	Friday	5	17.00-18.00	Wednesday Life Hack
2	Mon	8	15.00-16.00	Relocation activity
	Thurs	11	12.00-13.00	Tips
	Friday	12	15.00-16.00	Story
3	Mon	15	18.00-19.00	Story
	Tuesday	16	18.00-19.00	Election day tips
	Friday	19	15.00-16.00	Easter Day
4	Mon	22	12.00-13.00	Question and Answer
	Thurs	25	12.00-13.00	Wednesday Tips
	Sun	28	12.00-13.00	Photo (Testimonial)
5	Mon	29	15.00-16.00	Relocation tips

Having a content plan for digital marketer was a crucial thing. The schedule would help the digital marketer to produce the organized feed, focus on the goals, and evaluate the performance. Therefore, when the schedule was approved, I thought about the design of the content. I decided to use white and grey color. White color as the background represented the simplicity in doing relocation with Jasapindah.id, and grey color as the supporting color represented the color of Jasapindah.id itself. Also, I preferred using black rather than other colors for the text inside the content because it would make the sentences clear and easy to read. I would put the official logo of Jasapindah.id in the corner of the content as my strategy to make people aware and remember with Jasapindah.id brand.

## FINDINGS AND DISCUSSION

To accomplish my target, I used four types of the content consisting of photography, photo collages, cartoon, and an image with text (Walter and Gioglio, 2014). I used those kinds of contents because they could help to increase the brand awareness and the interest of the audience naturally. The audience would not get bored because they did not see the monotonous content for a long time. Also, they could learn new things by seeing the contents. However, it needed some effort to make the contents become interesting and marketable. So, I did sorting and editing processes before the pictures were uploaded. I also made sure that the pictures were in good quality, had the same tone color between one and another, and were in line with the company's value (Walter and Gioglio, 2014). I put congratulatory messages also as my contents and made them in the current event or season as a form of respect to Jasapindah.id followers (Simone, 2013). Here is the example of my congratulatory message in April.



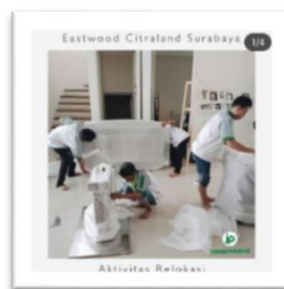
The testimony from customer's means that he or she is satisfied with its performance and it naturally can improve the incredibility of a brand. Hence, I uploaded this testimonial to convince the audience to choose Jasapindah.id as a trusted and professional relocation service.



I presented the frequently asked questions into the content to ease both the company and the audience. The audience could gain the needed information while the company did not have to answer the same questions anymore. This is the example of my testimonial content.



Otherwise, the relocation activity photos were also uploaded to reveal the performance of Jasapindah.id's team in the field. It would convince the potential customer to use Jasapindah.id rather than other relocation services as their partner in doing the relocation. Here is the relocation picture that was taken in the field.



After eleven weeks of managing Jasapindah.id's Instagram account, the result was that the followers' number of Jasapindah.id has increased. On March 6<sup>th</sup>, 2019, Jasapindah.id had 475 followers. Per May 19<sup>th</sup>, 2019, the follower number rose into 602 followers as my target before, and there is a possibility of getting more. Second, there has been a significant increase after I properly managed this account for weeks. There were nine accounts that have contacted Jasapindah.id through direct messages, and five accounts have given comments on the contents. It means that they were interested in Jasapindah.id, and the Jasapindah.id brand awareness has increased.

## CONCLUSION

Jasapindah.id is a relocation service under 3PL management. They offered the complete service for relocation. However, Jasapindah.id faced the problem in which they were unable to take advantage of social media effectively to catch potential customer intention through the Instagram platform. So, the solution was managing its Instagram account effectively to increase its brand awareness.

I started the project by making a company proposal and presenting it. I also interviewed the marketing representative to gain important information regarding the business and put it into content and the captions. Besides, because I did not hire an experienced designer, I had to design the content by myself by looking for some ideas from several sources on the internet. After I got the design, I prepared all of the things starting from pictures, taglines, captions, and hashtags.

The new contents have increased Jasapindah.id's brand awareness, as can be seen from the increasing number of followers, comments, and direct messages through the account. This project has helped Jasapindah.id to introduce and promote its brand. It was not just talking about its services but also its strengths and credibility to ensure that Jasapindah.id could stand out

among its potential customers. The company has gained the potential customers' attention and this project has helped the company to keep in touch with customers as well. The audience also could get benefits from this project in which they have received the valuable information from the content. So, this project has increased Jasapindah.id brand awareness and led to the better sales.

My suggestion for the following EBC students who will manage the company's Instagram account in the future is that they should allocate the time wisely, and be professional. This thing does not come easily. They should arrange and prepare everything demanded now in details and develop plan B for the future to face any possibilities. Doing marketing through social media is not a simple thing and it takes time to see the results. It could arrive after several weeks, months, and even years. The miscommunication might also happen during doing this project whether with the colleagues or the audiences. Therefore, this project will require patience, strong intention, persistence, consistency, and professionalism to accomplish the target. At the last moment, they should be unafraid of rejection. It will always come to you and make it as a valuable lesson to improve your ability in the future.

My suggestion for the next person who will manage Jasapindah.id Instagram account after me is that the keys of promoting the service through social media are consistency and intention. Besides the ability of editing through Photoshop, the next digital marketer also needs to make a plan for a month or more and produce the contents based on the planned schedule. There is no system that can run the promotion automatically. Everything is done manually and patiently. So, the next digital marketer needs to focus on gaining the results, and keeping the consistency in doing marketing through social media.

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