BENEFITS OF INSTAGRAM AS A PROMOTIONAL MEDIUM FOR SCARLETT WHITENING PRODUCTS

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ABSTRACT

Technological developments make progress on the ease of communication, one of which is Instagram. Instagram has become a popular alternative media in marketing products, especially among generation Z. One of them is Scarlett Whitening products. Scarlett Whitening is a local product engaged in cosmetics and skin care. This study aims to analyze the strength of EWOM of Scarlett Whitening products carried out through Instagram social media. This research uses a qualitative research method with an interpretative descriptive research type that uses in-depth interview techniques as a data collection method. The results illustrate that Instagram EWOM in terms of the three dimensions described by Goyette, et.al is appropriate up to the content stage and plays a major role in convincing generation Z to make purchasing decisions on Scarlett Whitening products through Instagram social media.

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INTRODUCTION

Today's technological developments that make life inseparable from digital, thus affecting the ease of communicating digitally which makes life more sophisticated in the era of digitalization. So now, people are facilitated to communicate widely through social media. One of the social media that is currently popular is Instagram. Instagram was chosen as a social media that is favored by the wider community because of its popularity. Because social media and the internet are one of the related things. So that as one of the factors of change in socializing that is used by the community to interact socially. With this new phenomenon, all activities are facilitated by the sophistication of online technology so that it is easy to get information without any limits of space and time.

This paper will discuss the benefits of Instagram as a promotional medium for Scarlett Whitening products. Scarlett Whitening is a widely known and popular brand of beauty products. This brand focuses on innovative and high-quality skin care products, with an emphasis on whitening skin that already has a BPOM certificate, so it will not harm the user's skin. This study uses the EWOM theory on Scarlett Whitening products, which illustrates that Instagram EWOM can be viewed from three dimensions, namely, Intensity, Valance of Opinion and Content described by Goyette, Et.al. This research also refers to previous research, namely, EFFECTIVENESS OF TIKTOK AS A PROMOTIONAL MEDIUM FOR SCARLETT WHITENING PRODUCTS ole Miranda Trisia and Ratih Hasanah Sudrajat in 2021.

The main purpose of this paper is to analyze how Instagram can be a good promotional medium for Scarlett Whitening, considering the characteristics of the platform, the right marketing strategy, as well as its impact on increasing brand awareness, interaction with consumers, and increasing sales. This study used qualitative research methods, with a type of interpretative descriptive research that uses observation techniques.

This paper will present a number of information about Instagram as a promotional medium, including user statistics, content characteristics relevant to Scarlett Whitening products, as well as features that can be utilized in promoting brands. In addition, we will also discuss strategies and approaches that can be used by Scarlett Whitening in utilizing Instagram to achieve their marketing goals.

It is hoped that this scientific paper can provide a deeper understanding of the potential and effectiveness of Instagram as a promotional medium for Scarlett Whitening products. With this understanding, Scarlett Whitening can optimize their presence on Instagram, build an active community of followers, increase interaction with consumers, and increase brand awareness and sales of their products.

METHOD

1) SOCIAL MEDIA

According to Nasrullah (2017) social media is a medium on the internet that allows users to represent themselves and interact, cooperate, share, communicate, with other users to form social bonds virtually. Meanwhile, according to McGraw Hill Dictionary in Irwatinigrum (2020), social media is a means used by people to interact with each other by creating, sharing, and exchanging information and ideas in a network and virtual community.

2) Instagram

can be interpreted as a popular social media platform that allows users to share visual content in the form of images and videos. Instagram has over a billion monthly active users worldwide, making it one of the largest and most popular social media platforms today.
3) Electronic word of mouth

Is a potential and actual positive or negative statement made by consumers using a company's products or services. Many people and organizations can access it through the internet (V. K. Utami et al., 2016). In his research, (Goyette et al., 2010) divided eWOM into three dimensions, including:

1. Intensity. The intensity referred to from the first dimension is the number of comments or opinions given by consumers on a networking site, which is further divided into three indicators, (a) frequency of accessing from social media, (b) frequency of interaction with social media users, and (c) the number of reviews written by social media users.

2. Valence of Opinion. Valence of Opinion is an opinion written by a customer on a networking site. Customer opinions have two forms, namely positive opinions and negative opinions. Customer opinions also include comments on product reviews and recommendations provided by customers through networking sites used by customers.

3. Content. Content is the content of information about products provided by customers as a satisfaction score obtained by customers in the form of reviews. Three indicators of content are product variety information, product quality offered, and prices offered.

Here is the basic framework of the theory:

![Diagram of Scarlett Whitening, Indonesian local beauty to Electronic word of mouth]

**Research Methodology**

In this research based on the problem studied, the method used is qualitative method. Qualitative research is an effort to present the social world, and its perspective in the world, in terms of concepts, behaviors, perceptions, and problems about humans under study (Moleong, 2014).

The approach used by researchers is a descriptive approach. Descriptive research is research that seeks to reveal the facts of an event, object, activity, process, and human being "as is" at the present time or period of time that is still possible in the respondent's memory (Prastowo, 2011).

In this study, the author used in-depth interviews. The authors in this study used in-depth interview techniques with interactive and informal talks. The author conducted an
interview around the electronic word of mouth on the Scarlett Whitening brand on the purchase decision and asked how the informant responded to it.  

**Research Results and Discussion**

1) **Intensity**

Researchers found the answer that the intensity of the main source was fairly frequent use of Instagram social media and often accessed it. It is also said that the main source quite often sees various types of Scarlett Whitening product review videos that pass on the homepage of the Instagram application. In addition, the source is directly exposed to Scarlett Whitening brand review videos and consciously watches and pays attention to the review videos.

2) **Valance of Opinion**

Based on the results of the interviews conducted, the source said that the content that was often seen by the source related to the Scarlett Whitening product review video was positive, such as the results of using the product which caused significant results to improve and said that most of the video reviews viewed were positive video reviews, where the video reviews viewed explained the compatibility between the reviewer's skin and Scarlett Whitening products and very convincing the source to try Scarlett Whitening's products.

3) **Content**

According to sources, the content contained on Instagram regarding Scarlett Whitening product reviews is one of the supporting indicators to get more complete information. The ease of getting information about Scarlett Whitening through Instagram coupled with content that really helps them to convince that Scarlett Whitening products are indeed the best is through video review content before and after use.

**Conclusion**

Based on the research conducted, it can be concluded that Instagram is a very effective platform in promoting Scarlett Whitening products. The main reason behind this effectiveness is the popularity and widespread use of Instagram among internet users, especially in the youth to middle age category. In addition, there are several key factors that contribute to the success of product promotion on Instagram.

First, attractive visuals are essential in captivating the attention of Instagram users. Scarlett Whitening products can take advantage of Instagram's visual features, such as high-quality photos and videos, to highlight the benefits and uniqueness of the product. In this study, it was found that Instagram users are more responsive to content that has attractive visual elements. Second, the strategy of using influencers or famous figures (celebrity endorsement) on Instagram has proven effective in influencing user opinions and behavior. Partnering with influencers who have an audience relevant to Scarlett Whitening's target market can help increase brand awareness and consumer trust in the product. Furthermore, user interaction and engagement are also important factors in the success of product promotion on Instagram. In this study, user interactions such as likes, comments, and content sharing were found to have a positive correlation with the effectiveness of product promotion. Therefore, it is important for the Scarlett Whitening brand to actively interact with users and respond to their comments or questions.

Finally, the use of Instagram features such as Instagram Stories, IGTV, and Instagram Live can provide additional opportunities to promote Scarlett Whitening products. In this study, it was found that Instagram users tend to engage more with content in this format. By making creative use of these features, brands can create more dynamic and engaging content, as well as increase the effectiveness of promotions.
Taking into account all the above factors, it can be concluded that Instagram is a very effective promotional medium for Scarlett Whitening products. However, keep in mind that promotion success depends not only on the platform, but also on a mature marketing strategy and relevant content. Therefore, the Scarlett Whitening brand needs to continuously monitor and optimize promotional campaigns on Instagram to achieve maximum results.
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UTILIZATION OF INSTAGRAM ADS ON THE INSTAGRAM SOCIAL MEDIA PLATFORM AS AN EFFORT TO INCREASE BUSINESS TRAFFIC (CASE STUDY ON SCARLETT WHITENING’S INSTAGRAM)

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