

CHAPTER I

INTRODUCTION

This part contains background of the research, problems of the research, the research objectives, the scope and the limitations, definitions of key terms, and the research significance. Each section will be shown further.

1.1 Research Background

Instagram is an application that is basically a place to share photos and videos. Instagram users are not only limited to one country, but almost all countries, their citizens are actively using Instagram. According to Datareportal (2022) In Indonesia, the total monthly active users of Instagram reach 99.15 million users, Indonesia ranks fourth under India, the United States, and Brazil. Referring to Dukcapil (2022) the population of Indonesia until mid-2022 which reached 275.361 million people, meaning that more than a third of Indonesia's population actively uses Instagram. Instagram users are not only limited to individuals, but also include certain groups and even companies. This shows that Instagram is still one of the most popular social media platforms today.

Instagram is in great demand, because it has several advantages including being free, easy to operate, connected to other social media, and many users, making it a place for people to gather. Instagram is not only used as a medium to showcase photos and videos, but also can be used by many users to market their products and services. In accordance to Indika & Jovita, (2017), The emergence of various social media applications has created opportunities for people to do business. And now, many personal online shops, companies and other business areas are using Instagram as a medium to promote their goods or services.

To date, through Instagram, the information we want to spread doesn't have to be in the form of writing, photos and even videos we can share with consumers easily (Puspitarini & Nuraeni, 2019). This image and short video-based social media is very effective for conveying messages and steal the attention of account users with media in the form of videos and pictures that are funny or good and interesting. Media in the

form of videos and images that are of good quality or that are inadequate and different on Instagram and that have been uploaded can make the audience feel comfortable and at ease to endure watching running videos and beautiful pictures so that the audience will be happy. It is important to introduce the branding of a product and service. The stronger the "branding", the greater the opportunities that can develop. So, creating "branding" on Instagram can be very interesting, easy to recognize and remember. for example, companies or groups majoring in English Language Education Department want to be known as the best English Language Education Department, so "branding" must be built, such as creating content about the english language, writing motivating sentences and so on.

According to Kusniadji, (2017) Company interactions with audiences done via email, facebook, wa, instagram and others as media communication to establish communication relationships in the company's business development process. In the era of marketing communications digital full of competitive situations, requires every salesperson to improve professionalism in their field. The complexity of internal promotion issues a company, how important the right system and strategy is in conveying messages to consumers through various promotional media (Sendouw & Soepeno, 2022). Administrator efforts in applying promotions in the form of advertising, sales promotion, personal selling and publicity will really help the company get an audience (Pradana, 2014).

As Discussed, this study has purposes that is to find out how the promotion strategy of the English Language Education department on the Instagram platform in 2022 from 12 January 2022- 30 July 2022.

1.2 Research Question

From the research background of the study, the researcher formulates the research problem:

1. What kind of promotion does the English Language Education Department do on the Instagram platform?

1.3 Scope and Limitations

This research range is to find out the categories of the promotion strategy for the English language education department in 2022 found at the Instagram. The researcher limits, the data was taken from ELED's Instagram account starting from 12 January 2022- 30 July 2022.

1.4 Research Significance

This study has two significances, theoretical and practical. Theoretically, the researcher believes that this research can become a theoretical basis for further researchers regarding promotional strategies through the Instagram application.

Practically, this research can be used as a basis for promotional strategies in the education area, especially in the Instagram application to reach prospective students. Previous research findings about promotion strategies get good responses and can increase sales. Therefore, it is hoped that the team marketing can use promotion strategies on the Instagram application.

1.5 Definition of Key Terms

1. Promotions

Promotion is an act of advancing the growth or development of something, be it a product, brand, or company. According to Kotler & Armstrong, (2016), Promotion is all forms of communication that are used to inform, offer something that you want to convey, and to provide periodic information or can be called a notification to the audience and followers about what will be offered from groups or individuals.

2. Instagram

Instagram or what we usually know as IG is a platform for conveying information in the form of photos and videos. Instagram can be a second camera by giving users space to take photos and videos with the additional digital filters provided, and Instagram gives users the freedom to share this information on various other applications or websites. Instagram is an

application which is on the cellphone. Instagram is designed for specific needs in the form of uploading video and photo media. This is what distinguishes Instagram from other digital media such as Twitter and threads. So it can be said that many media have different forms but have the same goal, namely to share information (Rini, 2018).

