

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher will explain some related literature required in this research. Related reviews about the general overview and the purposes of the promotion. Other related reviews discuss the types and the activity of promotions. Most importantly, the researcher explained that this Instagram application includes an outline, features, and how to use promotional strategies in the application.

2.1 Promotion

Related to promotion Amanah, (2022) “believes that sales promotion is one part of the promotion mix that offers added value to consumers by motivating consumers to see products and then be interested in purchasing the products offered”. Promotion is an effort to notify or offer products and services in the hope that consumers will act or consume them. As Kotler & Amstrong, (2016) stated that “Promotion is a part and process of marketing strategy as a way to communicate with the market by using the composition of the promotion mix”. Promotion is basically a very important activity to introduce a new product to the audience or customer, if the product is recognized and understood by consumers, consumers will buy it and use it. Promotion takes a major part of doing business. Promotions can be in the form of price discounts, prizes, sweepstakes, etc. In addition, manufacturers can also carry out sales promotions by holding activities such as: exhibitions, entertainment, demonstrations. Product campaigns. Promotional activities require media to convey promotional content or producer messages to consumers, currently, the most relevant media to promote is through electronic media,

2.1.1 Media of Promotion

Media Promotion is a tool to communicate products or services to consumers. Stanton & William, (2003) describes several promotional media, including:

2.1.1.1 Conventional

1) Poster

Poster is a work of art or graphic design that contains a composition of pictures and letters on large paper. The application is pasted on a wall or other flat surface with eye-catching properties as strong as possible. The elements that must exist in making a poster are the offer of the goods or services offered, the targets contained in the poster must be clear about the products or services offered, then the person in charge of the poster maker, for example the owner of the goods or services and the number to contact or the agency that offers product or service, the next point is the language and attractiveness of the poster with contrasting and strong colors, information on the validity period of the poster, and added with an iconic slogan.

2) Banner

A banner or pennant is a long flag that displays a symbol, logo, slogan or other message. The flag designed to be likened to a shield in a coat of arms is an arm banner. Most banners or banners have a proportion of width dimensions above 1 meter. In general, the content of the information contained in banners is similar to posters. The only difference between banners and posters is the media used. Banners are larger and longer than posters with the aim of getting the attention of more people. Banners are usually placed on roads or places were used by many people.

3) Newspaper

Newspaper is a lightweight, disposable publication, usually printed on low-cost paper called newsprint, that contains the latest news on a variety of topics. Topics could be political events, crime, sports, editorials, even promotion. Advertising promotions in newspapers are usually in the form of lines. classified ads are known as short written ads. This is done to shorten the number of lines used. The information listed is usually also denser. consisting of offer categories, offer info and contacts that can be contacted.

4) Magazine

Magazines are publications that are printed using ink on several paper, issued periodically, for example weekly, biweekly, or monthly. Magazines contain various

articles on various subjects, which are addressed to the general public and are written in a language style that is easily understood by many people.

5) Television

Television is a pictorial broadcasting device. The word television comes from the words tele and vision, which means far (tele) and visible (vision). So television means visible or can see from a distance. Promotion on television is usually in the form of advertising. the target market in television advertisements is more towards listeners and viewers, writing and in television advertisements tend to be shorter and explained with the voice of the advertiser, images and videos that are raised more expressively to attract the interest of the audience. but the drawbacks in television commercials are usually found in the greater cost of production.

2.1.1.2 non-Conventional

It can be concluded that social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form social bonds virtually (Nasrullah, 2018).

1) Facebook

Facebook is an American online social media and social networking service owned by Meta Platforms. Promotions on the Facebook platform can be carried out by each user independently, Facebook provides advertising features to facilitate users to reach more participants or viewers, there are paid and free features on Facebook.

2) Instagram

Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them with various social networking services, including Instagram's own.

3) Market place

Translated from English-Online marketplace is a type of e-commerce website where product or service information is provided by multiple third parties. Online marketplaces are a major type of multi-channel e-commerce and can be a way to streamline production processes.

4) Blog

Blog is a form of web application in the form of writings on a web page. These writings are often published in the order of the most recent content before being followed by the older content, although this is not always the case.

5) Youtube

YouTube is a video-sharing website created by three former PayPal employees in February 2005. The website allows users to upload, view, and share videos.

2.1.2 Types Promotional

According to Wisnu Wardhono, (2015) Sales promotion, broadly speaking, there are three main classifications.:

- 1) Consumer promotions, such as samples, coupons, cash back offers, price reductions, premiums, prizes, sweepstakes, product bundling, premiums, contests, shows and stickers.
- 2) Trade promotions, such as purchase guarantees, discounts, advertising merchandise giveaways joint, advertising and renewal cooperation, refunds, contests dealer sales, as well as equipment assistance.
- 3) Sales promotions, such as bonuses, contests and sales training.

According to Swastha & Irawan, (2001) promotion mix has 4 variables, namely:

- a. Advertising are all forms of non-personal presentation and promotion of ideas, goods and services paid for by certain sponsors.
- b. Personal selling Is an oral presentation in a conversation with one or more prospective buyers who are intended to create sales. We can conclude that personal selling makes the owner show offers to the people directly.
- c. Publicity Is a non-personal encouragement of demand for a product, service or idea by using commercial news in the mass media and the sponsor is not burdened with a direct fee.

d. Sales promotion It is a marketing activity that encourages consumer purchases and retailer effectiveness. These activities include demonstrations, shows and exhibitions, demonstrations and so on. Basically, this promotion does in a campus fair.

2.1.3 Promotion Purpose

Basically, promotions are expected to increase sales of goods or increase the use of services offered. According to Freddy & Ranguti, (2009) in his book Creative Promotion Strategies and Integrated Case Analysis, companies carry out promotional activities with the main goal of making profit. In general, promotions carried out by companies must be based on the following objectives:

1. Modification of behavior. The market is a meeting place where people want to exchange activities, the people consist of various kinds of behavior. Likewise, their opinions about an item or service, their interests, desires, encouragement, and loyalty to these goods and services are also different. Therefore, the purpose of promotion is to change the behavior and opinions of an individual, from initially not accepting a product, making him loyal to the product.
2. Providing Information. Promotional activities are aimed at informing the intended consumers about a product. Such information such as price, quality, buyer terms, product uses, features, and others.
3. Persuade. In general, this promotion is not liked by the public. However, currently this type of promotion is popping up a lot. This promotion is being done to encourage purchases.
4. Remind. This reminder promotion is carried out to maintain the product brand in the hearts of the public. This promotion is carried out during the maturity stage in the product life cycle. The company tries to pay attention to and retain existing buyers, because buyers do not only make purchases once but must be ongoing and continuous.

2.2 Social Media

It can be concluded that social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form social bonds virtually (Nasrullah & Rulli, 2015).

2.2.1 Kind of Sosial Media

In a book entitled social media Nasrullah & Rulli, (2015) there are six major categories of social media.

1) Social Networking

Social networking is a means that can be used to carry out interactions, including the effects resulting from these interactions in the virtual world. The main characteristic of social networking sites is that their users form new friendship networks. In many cases, new friendship networks are formed based on an interest in the same things, such as shared hobbies. Examples of social networks are Facebook and Instagram.

2) Blog

Blogs are social media that facilitate users to upload daily activities, provide comments and share with other users, such as sharing web links, information, and so on.

3) Microblogging

Microblogging is a type of social media that facilitates users to write and upload their activities and opinions. Historically, the presence of this type of social media refers to the emergence of Twitter, which only provides a certain space, namely a maximum of 140 characters.

4) Media Sharing

This social media allows its users to share and store media, such as documents, videos, audio, images online. Examples of this social media are Youtube, Flickr, Photo-bucket, or Snapfish.

5) Social Bookmarking

Social bookmarking is social media that works to organize, store, manage, and also search for information or news online. Popular social bookmarking sites, namely

Delicious.com, StumbleUpon.com, Digg.com, Reddit.com, in Indonesia itself, namely LintasMe.

6) Wiki

Wiki or Shared content media is a site where the content is the result of user collaboration. Every web user can modify or edit content that has been published. The social media used in this study is Instagram. Instagram is included in the type of social media in the social networking category.

2.2.2 Instagram

Instagram can be interpreted as a medium for taking photos and sending them quickly (Jufrizen et al., 2020). Instagram has 5 main menus namely (Mahmudah & Rahayu, 2020).

1) Home Page

Home page is the main page that contains photos or videos from other users who have been followed. How to see it by sliding the screen up and down.

2) Comments

Photos or videos that have been uploaded on Instagram can be commented on by other users in the comment column provided.

3) Explore

Explore is a collection of popular photos or videos that get a lot of likes.

4) Profile

User information can be found through the profile.

5) News Feed

News Feed is a feature that contains notifications for various activities carried out by Instagram users.

According to Mahmudah & Rahayu, (2020), there is a section on Instagram that should be filled in so that photos uploaded more meaningful, namely.

1) Title

The title or so-called caption strengthens the message to be conveyed through the photo.

2) Hashtags

A hashtag is a hash symbol (#), this hash mark can make it easier for users to find photos or videos on Instagram with certain categories.

3) Location

This feature is a feature that displays the location where the user took the photo. Although Instagram is called a photo sharing service, Instagram is also a social network because through Instagram users can interact with other users.

Activities carried out on Instagram, namely:

1) Follow

Follow or join, Instagram users can follow or make friends with other users by following each other's Instagram accounts.

2) Like

Like is an icon where users can like videos or photos that have been uploaded, by pressing the like button at the bottom of the photo description next to the comment column or by double-tapping on the photo.

3) Comments

Comments are activities of giving thoughts or opinions through sentences.

4) Mention

The mention feature is used to mark other users by adding an arroba sign (@) in front of the user's Instagram account name. Instagram created a feature inspired by Snapchat Stories and named Instagram Stories. This feature allows users to upload photos and videos which will then disappear after 24 hours.

2.2.3 Content

In the image or video uploaded to the Instagram application, it must have a good product title, basic formula. A clear product title will make the algorithm better in search, a good product title can combine between languages, and needs to be given a complete description so as not to raise questions, The next item is a picture of what is being offered, the product or service. A good and correct picture format is to take a

photo with a size of 1000x1000pixel then the photo must be zoomable, Photos can include a brief explanation of the products or services offered, for example there is the title of shampoo and the type of shampoo weight. It is able to attract the attention of consumers who are in line with the statement (A. P. Santoso et al., 2017) that it was found that post content can make an impact on Facebook and Instagram social media metrics likes and comment. Post content can have an impact on online engagement represented by likes and comments.

