

The Effectiveness of Social Media Advertising to Increase Engagement in the Craft Business - Case Study of Instagram Advertising used in Cressa Craft

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Abstract

In the current covid era, almost all the activities transforming from conventional to online. This transformation put digital promotion tools as the critical part of all business. As one of the considering tools to promote business, social media is a preferable tool that could increase engagement. Even though social media is critical, understanding the effectiveness of the promotional tool is still lacking. The researcher wants to find out the effectiveness of social media used as a promotional tool. The focus of this research is to measure how much advertising can help or bring benefits for businesses. This research uses a descriptive method with a qualitative approach, using content analysis. The data was collected through Instagram advertising analytic of a small craft business from 11th November 2021 to 5th October 2021. The results of the study show that Instagram Ads have significant benefits for small businesses, especially to grow followers and create the first impression to new customers. Advertising could raise the opportunity of product selling by clicking the link. Even though the buying session not always happened, but could raise brand awareness. This research is considered important because it can provide an understanding for small business owners who will advertise their products on social media. Nevertheless, because of the limitation of the research that uses Instagram as an advertising medium, this can be different if applied to other businesses or other social media platform

Keywords

Social Media, Small Business Strategy, Social Media Advertising, Creativepreneurship

1. Introduction

From Hootsuite data (We Are Social): Indonesian Digital Report, in 2021, there are 274.9 million Indonesians and there are 170 million active media social users or 61.8% from the total of population. Instagram social media ranks third with 86.6% user of the total population. The increase in social media users is supported because of the COVID-19 that has occurred from 2019 which has resulted in the growth of social media users, with the increasing number of social media users. Various businesses owner starting to promote their products on social media.

Currently, the use of social media as a digital marketing is very important for business people who will or already promote their products in order to increase the sales despite the social restrictions. According to Pratiwi (2020) Social media marketing is a form of promoting to promote their business content in various ways to social media users. This activity is being done to find out the right formula to share the information that needed to direct the purpose of the businesses and to increase sales. Social media has changed the way consumers interact and also how companies market their products. (Lisawati, P. 2016)

Because of the increase use of social media, researchers find that using social media advertisement as a tactic to increase sales is a necessary, so in this study researchers want to measure the effectiveness of using social advertisement for social media Instagram Cressa Craft's business. This research take place on Facebook Ads with ad placement on Cressa Craft's Instagram. Cressa Craft is a brand engaged in the creative industry in the field of crochet craft. Cressa Craft offers handmade products made by hand, the products is laptop cover, bucket hat, dools or keychain.

1.1 Objectives

This study aim is to measure and analyze how much advertising can help or bring benefits for businesses using a different ads objective on Cressa Craft social media Instagram

2. Literature Review

Digital marketing can be interpreted as the use of technology to achieving marketing goals as well as an effort to develop or to adjust the marketing strategy, and companies can change the way they communicates with customers (Ali, 2013). According to Chaffey, et.al (2009) Digital Marketing is describes as marketing that applies digital technology, one of which is the use of social media electronic or internet marketing (e-marketing). So Digital marketing is an activity where companies can reach a wider range of potential consumers and can also improve brand awareness of the company by using the marketing activity carried out digital or on the internet.

According to Asriyani et al. (2020) Instagram is one of the application that has a function to share photos and videos. Instagram can also be used as a direct marketing medium. The use of Instagram according to Atmoko (2012:10) where people share their photos or videos can inspire other user to increase creativity.

Advertising has an important role in social media marketing, because of the benefits where company can promote, marketing activity, and communication activities with customers or potential customers (Simona, 2017). According to Irene (2016) Instagram advertising is one of the feature provided by Instagram that will help and useful for businesses. The use of this filter is unavoidable, especially for the brands that already have names in the community. Instagram ads can be used by businesses where Instagram user can contribute to the ads by liking and commenting on the ad pages that appear.

Marketing through social media is one of the company's efforts to optimize the function of social media to influence the customer to a product or a service from the company, Marketing through social media is a strategic process as well as a method of creating a company's brand and reputation for potential customers. (Maharani, A. 2018). Erdogmus and Cicek (in Maharani, A. 2018) pointed out that marketing through social media is describe as a process that carried out by an organization, individual, or a company in promoting their product or service through online channels and penetrating a larger community that is not yet available in traditional channels.

According to Mulayasa (in Shinta, A. 2021) Effectiveness is a measuring tool to see how far the goal and objective has been achieve. in term of quantity, time, and quantity. According to Sondang (2016: 24) Effectiveness can prove if company already achieving or not achieving the target. In this research the effectiveness of using social media is to see the increase of brand awareness, that can be measured from reach, impression, link click, post engagement, Instagram insight and the number of followers after using social media advertisement.

3. Methods

In this study, researchers use qualitative research with content analysis approach. Richard Budd (in Ulfitri, N, 2021) in his book entitled “Content Analysis in Communication Research” explains that content analysis is a systematic technique used to analyze the message of the content of a tool to analyze and observe the behavior of the selected communicators. Meanwhile, according to Krippendorff (in Mutiara, V. 2017) define that content analysis is a research technique that used to conclude the meaning of a text through a reliable procedure, can be applied or replicated in a different context, and also legal. In this study researchers used descriptive analysis which did not aim to test hypotheses or a relationship, but described the effect of advertised content on Cressa Craft Social Media Instagram.

The data will be carried out by using a observation and documentation. According to Suliyanto (2018: 166) Observation is a technique to collect a data using the senses not only using the eyes, but use a listening, tasting, and touching as a forms of observational data retrieval. In this study researchers observe on the result of content that being advertised on the Instagram Platform through Facebook Ads. This observation was conducted to find out whether the advertised content can bring benefits or increase the brand awareness of Cressa Craft’s Instagram Social Media.

Documentation are record of past events. The researchers use documentation method in order to obtain the information that can support the analysis and the interpretation data that already done by researchers. (Sugiyono, 2016:240), In this study, the researchers documented the result from advertisement that has been done during the research period

In this study on the topic of the effectiveness of using social media advertising on social media, researchers will examine the result of advertising and insight from Instagram during the ad. from previous research in Hakim. L Thesis (2019) he describe that the objective of the campaign on Facebook ads have a different goals.

1. Traffic
 This type of campaign will send ads to people who will like and will click on the link that contained in the ad which will then go to the business website
2. Post Engagement
 In this campaign, Facebook will show ads to people who often likes, comment, or also share the post that pass on their timeline.

Meanwhile, in the journal of Aprinta, G. (2016) to increase a brand awareness of local products, there are several points that must be achieved.

1. Reach
 The result of research can be seen from the number of likes, comment, and also the increase in followers, which is used as an indication to determine the range of consumer trust
2. Traffic
 Traffic or traffic visit can be seen from how many consumers that access the brand through the links contained in the advertisement

In the journal of Fitra, M. et al. (2019) the use of the insight feature can be a basis for measuring the extent to which consumers are interested in a business, such as activity feature and impressions.

From the previous research, researchers use this variable to measure the effectiveness of social media advertising

Table 1. Variable of this research

No	Variable	Indicator
1	Traffic	1. Unique Link Clicks 2. Reach 3. Impression 4. Ads duration 5. Budget ads
2	Post Engagement	1. Post Engagement (Like atau Share) 2. Reach 3. Impression 4. Link Click 5. Ads duration

		6. Budget ads
3	Insight Instagram	1. Account Reach 2. Account Engaged 3. Followers

4. Data Collection

This is the data collection of the result from the advertisement that has been done on October 11th, 2021 until November 5th 2021. This data contains the duration and the budget of the ads that can impact the result of the ads.

Result Indicator	Ad Set Name	Ad Durations	Ad Set Budget	Reach	Impressions	Unique Link Clicks	Post Engagemet
TRAFFIC	11-Oct-21	1 Day	Rp 30,000	4,508	4,602	8	
	12-Oct-21	1 Day	Rp 30,000	1,982	2,041	10	
	13-Oct-21	2 Days	Rp 30,000	5,001	5,061	8	
	14-Oct-21	3 Days	Rp 30,000	2,446	2,480	2	
	15-Oct-21	2 Days	Rp 30,000	3,373	3,405	7	
POST ENGAGEMENT	18-Oct-21	3 Days	Rp 50,000	2,052	2,312	3	341
	19-Oct-21	2 Days	Rp 30,000	1,156	1,251	3	162
	20-Oct-21	2 Days	Rp 40,000	1,905	2,204	3	222
	21-Oct-21	3 Days	Rp 30,000	881	973	0	173
TRAFFIC	22-Oct-21	5 Days	Rp 60,000	2,193	2,456	9	458
	25-Oct-21	3 Days	Rp 50,000	5,794	6,366	0	
	26-Oct-21	3 Days	Rp 50,000	7,109	8,194	0	
	27-Oct-21	3 Days	Rp 50,000	4,545	4,790	11	
	28-Oct-21	4 Days	Rp 50,000	6,242	6,866	16	
TRAFFIC	29-Oct-21	3 Days	Rp 50,000	9,478	9,852	23	
	1-Nov-21	5 Days	Rp 60,000	19,784	21,754	27	
	2-Nov-21	5 Days	Rp 60,000	7,388	8,416	37	
	3-Nov-21	5 Days	Rp 60,000	6,224	6,715	31	
	4-Nov-21	3 Days	Rp 45,000	11,166	11,278	24	
5-Nov-21	3 Days	Rp 35,000	11,269	11,802	18		

Figure 1. Advertisement Result

5. Results and Discussion

From the data collection, researchers combines the data and convert it into a table so the data can be read more easily. Figure 1 shows the result of the reach and impression that happen during the advertising process that occurred from October 11th to November 5th 2021.

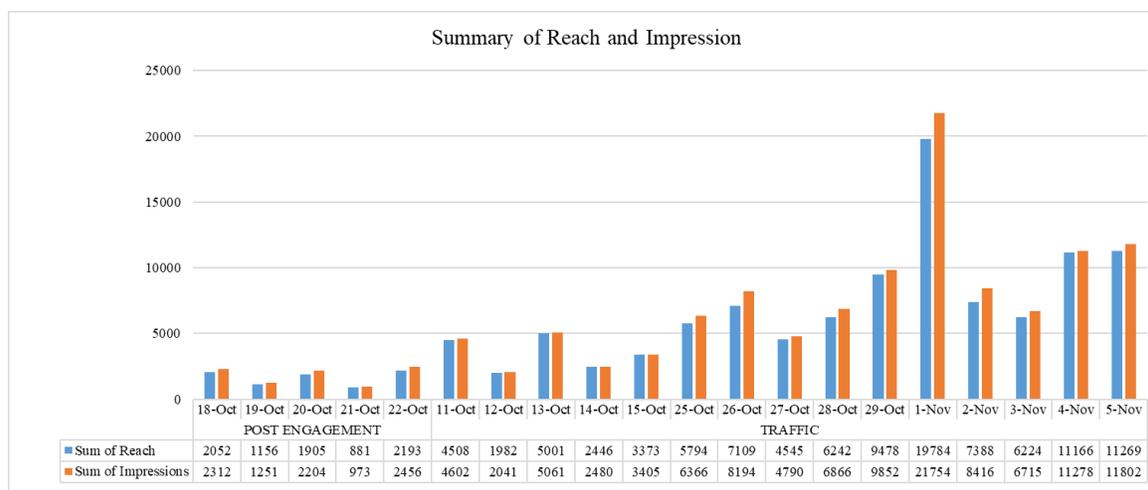


Figure 2. Summary of Reach and Impression ads.

The result of the reach and impressions from different objective like post engagement and traffic has a significant differentiation. The result above is affected by the duration, ad budget, and the content that was published and advertised. The most high reach and impression as much as 19.784

and 21.754 that happen in November 1st can be caused by the budget and the duration of the ads that have the longest and the bigger amount of ads . Meanwhile the lowest reach and impression as much as 1.156 and 2.204 happen in October 19th can be cause by the type of the ads that being advertised and the duration of the ads. Overall, the different of the reach and the impression can be caused by the budget and the duration of the advertised, the longer and the bigger budget of the advertised, make facebook targets more people.

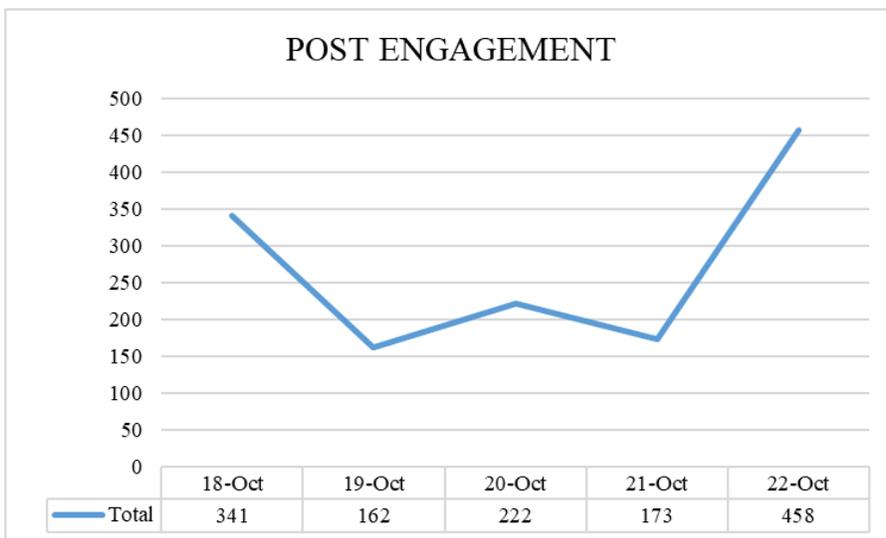


Figure 3. Result of Post Engagement

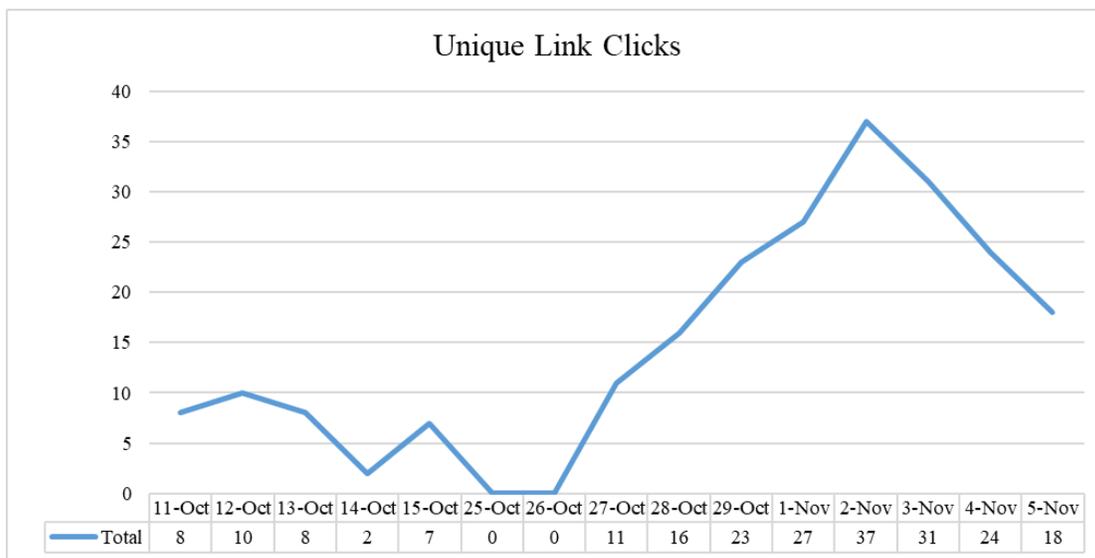


Figure 4. Result of Unique Link Clicks

The ads have two objective that is post engagement and traffic, from post engagement the figure 3 shows how much people that engage the advertisement post by liking, or share the post. The highest engagement happen in October 22th as much as 458 people, where the budget and the duration is the longest and highest. Meanwhile form the second objective that is traffic, researchers see how much people that click the unique link from the adverstiment post, from October 27th to November 2nd there is an increase on how much people click on the link. From October 25th to October 26th there's no unique link clicks because researchers conducted an experiment by changing the result from unique link clicks into post engagement, which apparently did not give definite result on the advertisement.

After the adverstiement time's over, then the researchers see the result of the ads on Creesa Craft's Instagram through Instagram Insight, Figure 5 and Figure 6 show the result of how much account that engage, impression, and how much the followers has increase.

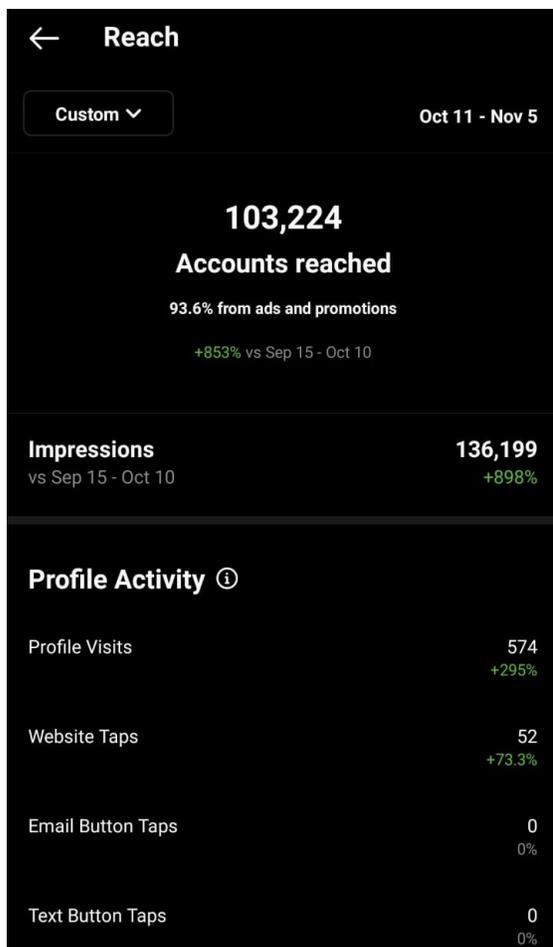


Figure 6. Result of Account Reach

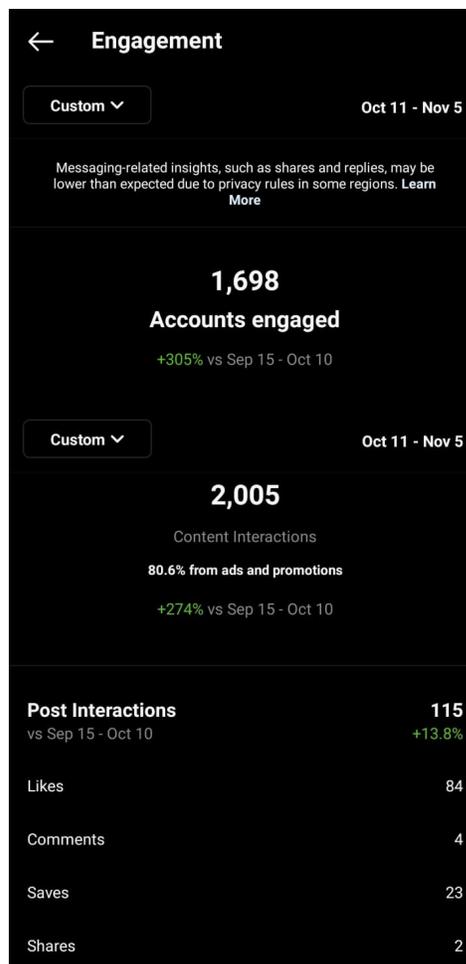


Figure 5. Result of Account Engaged

From the result of account reach, from October 11th until November 5th there are 103.224 people that reach to Cressa Craft’s Instagram and 93.6% people is from ads and promotion which is from 103.224 people, 96.617,664 people were coming from the ads that running. There are 574 profile visit, 52 website taps, and the amount of account that engaged is 1.698 people and theres 2.005 people that interact with the content and 80.6% people is coming from the ads and promotion which is from 2.005 people, 1.616,03 people were coming from the ads.

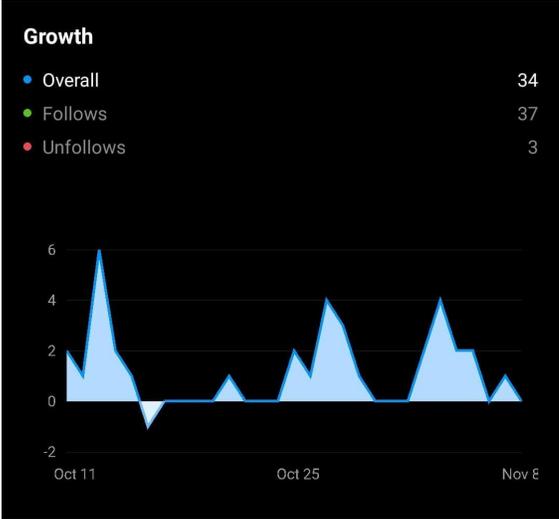


Figure 7. Followers Cressa Craft

The last insight to see the effectiveness of using social media advertisement to see the increase of brand awareness is from the number of followers from Instagram, in the beginning Cressa Craft has 132 followers and throughout ads that running, the followers has increase 37 followers but there are people who unfollows along the way.

6. Conclusion

From the study above, researchers finds that the use of social media advertising have impact to increase brand awareness of Cressa Craft's Instagram that can be seen from the number people that engage, impression, and the number of followers that increase from time to time. From social media advertisement itself researcher studied that the result of the ads can be different because the budget of the ads, the duration of the ads, the content that being advertised, the target of people, and the placement for the ads really have impact to the result of the ads. The biggest and the longer budget and duration, will make the result more good, and will have increase the brand awareness even bigger. The content that is being advertised to need to be concerned because the content of the ads can affect of how much people will interact with the ads.

The uniqueness of this study is located from the type of businesses that being advertised and that is craft businesses, and the businesses is still in the growth state, that makes the result of the ads will be different from the fashion or food business. From this study, researchers want to help other people who is in the same craft businesses who wants to advertised their product but didn't have the preference to see the result if they advertised their product from social media advertisement.

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