Optimization Instagram Content as @gokampusofficial Brand Communication Medium

[1] Gloria Violita Manurung, [2] Rewindinar, [3]Rustono Farady Marta

[1,2]Magister Ilmu Komunikasi, Universitas Bunda Mulia, Jln. Jalur Sutera Barat Kav 7-9, Serpong Alam Sutera 15143, Tangerang, Banten, Indonesia.
[3]Magister Ilmu Komunikasi, Universitas Bunda Mulia, Jln. Lodan Raya No. 02, Jakarta Utara 14430, DKI Jakarta, Indonesia.
E-mail: [1]gloria_violita@yahoo.co.id, [2]rewindinar.rewindinar@gmail.com, [3]rmarta@bundamulia.ac.id

Abstract: Instagram is one of the popular social media companies used as a medium for brand communication. Instagram has a role in reaching the company's target audience more widely and unlimitedly. One company which uses Instagram as a medium in the brand communication strategy is GoKampus. GoKampus is a new application-based company where the target audience is the majority of Instagram users. This research was conducted to discover how GoKampus optimizes Instagram in the form of video content created as an effort to introduce their brand to Instagram users who are their target audiences. This study uses a qualitative content analysis method by analyzing the content on four series of videos on the @gokampusofficial Instagram account. The study focuses on four categories of video content, specifically 1) message content explaining the Instant Approval feature, 2) message content explaining the GoKampus brand identity, 3) written captions, and 4) the number of viewers and comments. The results show that the series of video content having been created was able to create brand awareness of the GoKampus; however, it was not optimal enough in building brand engagement from its followers. Therefore, this can be examined from the small number of comments and the number of viewers.

Keywords: Brand Communication, Instagram, Content analysis, @gokampusofficial

INTRODUCTION

All circles in Indonesia are now experiencing the development of internet technology. People of all ages and occupations have been able to use the internet massively. (Palinggi & Limbongan, 2020). They can access much-desired information ranging from food recipes, famous restaurants, math formulas, and even information regarding lectures. Currently, based on data from KOMINFO in 2018, the number of internet users in Indonesia has reached 3.6 billion and Indonesia is in the top 10 as the largest population of internet users in the world (Hakam, Muhammad Thoriq; Levani, Yelvi; Utama, 2019). The ease of internet accessibility also helps people access various kinds of social media such as Instagram, Facebook, YouTube, Twitter, and others. Quoting from Napoleon Cat,

as of May 2020, the number of social media users, especially Instagram in Indonesia, reached 69,270,000 million people (source: goodnewsfromindonesia. id, accessed on July 9, 2020).

Based on this data (FIGURE 1), it can be observed how Instagram is extensively demanded and undergoes an increase in the number of users. It can be assumed that social media is an essential part of everyday life. It is estimated that the average person accesses social media for 135 minutes per day, with the total number of users in 2018 accounted to 2.62 billion (Voorveld, 2019). Social media, according to Kaplan and Haenlein (2010), is a collection of internet-based applications designed according to the ideological and technological framework of Web 2.0, which allows the creation of the exchange of information content
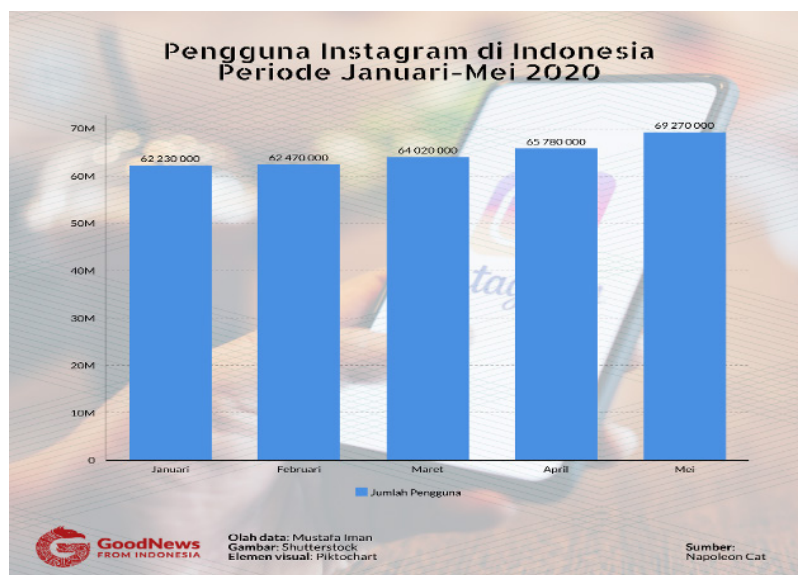
FIGURE 1. Chart Number of Instagram Users in Indonesia.
(Source: goodnewsfromindonesia.id)

from internet users (Purwidiantoro et al., 2016). According to Nasrullah (2015), social media is a medium that represents itself, and it also allows them to interact, cooperate, share, communicate with other to form virtual social bonds (Setiadi, 2016). Based on Sisrazeni (2017), through its interactive nature, social media can broadcast information from one person to another (Sapoetri & Pannindriya, 2019).

Social media has become a trend as a medium of communication for companies. Social media can reach the market effectively with a smaller budget in a shorter time than through conventional strategies (Smit, 2017). Besides, the large numbers on the use of social media are also exposing opportunities for companies to operate their businesses, one of which is the GoKampus. GoKampus is a new application that facilitates prospective students to consult concerning course majors up to the stage of registering for college. As an integral part of the application, GoKampus is a new start-up company based on educational consultancy with its target audience being 12th-grade students and high school/ vocational school graduates who are just about to attend college.

Prospective students only are required to download the GoKampus application via the Play Store or AppStore. The GoKampus application displays many features, including Instant Approval, Scholarships, Apply to Campus, Campus Events, Education Fund, Student Promos, and Internships. In the course registration process, prospective students can choose the Instant Approval or Apply to Campus feature, prospective students only required to fill out a form, attach a report card photo, and a color photo. Registration results will be accomplished in less than a day and will be announced via the email address entered by prospective students.

Registration through GoKampus application is free of charge. This is one of the differences if students come directly to the university. Currently, 12 universities are collaborating in the Instant Approval program, including Tarumanagara University, President University, Pelita Harapan University, Janabadra University, Borobudur University, Yapan Surabaya College of Economics, IBLAM College of Law, Polytechnic of Sahid Roxy Jakarta, GS Fame Jakarta, Nusantara Business Institute, STMIK Primakara Bali, PPM

School of Management.

GoKampus, as a new company and based on the background described above, needs to create a communication strategy to introduce its brand to a broad audience, especially to 12th graders. Through one of its superior features, Instant Approval, GoKampus implements a brand communication strategy. Brand communication is an essential factor in launching a new brand (Zehir et al., 2011). The purpose of this strategy is to expose consumers to brands where the effect can be in the form of increased brand awareness, higher brand recall, thus enabling consumers to purchase brands that have the highest and final recall to satisfy consumers to a more optimal level (Arenggoasih, 2016). Brand communication activities can be summarized in a strategy called Integrated Marketing Communication or IMC. IMC explains how the management of brand communication activities can be implemented according to the direction and goals of the company(Shimp, 2010).

GoKampus optimizes the benefits of Instagram social media to introduce itself in the form of images and videos uploaded via feed or instastory. Instagram is a communicative medium since it has a feature to like or comment on every upload; therefore, it can allow users to interact with each other (Surijah et al., 2017). Besides, there are opportunities to increase brand awareness and engage with the public such as sharing content, social media contests in the form of quizzes or give-away, the utilizing of hashtags, and also tagging pictures with additional positions or locations (Ramazanova, 2016).

The GoKampus Instagram account named @gokampusofficial has 392 posts, 16.9 thousand followers, following 550 other accounts (data retrieved on June 26, 2020, at 13:21). One example of @gokampusofficial's uploading as a strategy for brand communication is the display of a 39-second animated video concerning Instant Approval on June 2, 2020. The contents were uploaded on the feed feature and also on instastory. Videos were made with the concept of a series or episode with a total of four videos.

Chokpitakkul and Saravud Anantachart conducted similar research with the title "Small but Smart: Qualitative Content Analysis of Successful Thai Small and Medium Enterprises "Brand Communication on Social Media". The study adopts a qualitative content analysis method with research results noting that Thai small and medium enterprises utilize various content strategies that are following the characteristics and limitations of their business and reflect all significant aspects of communication theory (Chokpitakkul & Anantachart, 2020). The @gokampusofficial Instagram account provides information with videos, pictures, and visual captions. This research will describe how the @gokampusoffical account improvises every post and information and investigates the types of videos or images and captions used.

The communication strategy executed by GoKampus is also known as brand communication. Quoting Schultz (1998), brand communication is a strategy for delivering messages which can influence consumers' behavior both in the form of purchases and in limited brand awareness (Schultz, 2015). It explains how brand communication activity can impact long-term relationships. The understanding to Renton, Daellenbach, Davenport, & Richard (2015), complemented by Moriarty et al. (2015), brand communication is a combination of all communication activities practiced by a brand to convey its identity to the target audience to achieve consistency in consumer perceptions (Chokpitakkul & Anantachart, 2020). The brand communication program is part of an

organization's marketing communication strategy which is an essential tool for organizations or companies to inform, persuade and remind consumers regarding the products and brands they sell (Baeva, 2011).

Brand communication through social media is defined as the distribution of messages which allows social media users to be able to collectively access, share, engage, add and create any information that has been broadcasted (Voorveld, 2019). Brand communication through Instagram can create certain emotions for its users. This is due to the effects of images or videos that are uploaded contribute to a bigger brand story than if they solely use text (Hellberg, 2015). Besides, the benefits which can be sensed in the process of brand communication through Instagram include: 1) brands can effectively develop and improve relationships with customers, 2) companies can reach unreachable consumers, 3) can build and increase brand awareness, and 4) can increase sales (Tsimonis & Dimitriadis, 2013).

The message conveyed in the brand communication process needs to be tailored to the target audience. A message which is packaged clearly and on target can affect the final result. Effective brand communication starts with a clear strategy; this can be expressed through the way the company explains what represents its brand and sends a clear message to consumers (Yadav & Tripathi, 2016). This message can describe how brand identity will be formed. According to Aaker (1996), the literature on branding suggests several strategies for brand communication practices, including brand identity, brand integration with market activities, and the last is the relationship with secondary associations (Chokpitakkul & Anantachart, 2020). This research will focus on one strategy, specifically how the

GoKampus brand identity will be formed through every message contained in the @gokampusofficial Instagram content.

Brand communication activities can be summarized in a strategy called Integrated Marketing Communication or what is identified as IMC. According to Kotler (2003), IMC is a concept which companies utilize to integrate and coordinate various communication channels to convey clear, consistent, and convincing messages concerning their products or brands (Diaconu et al., 2016). There are several vital elements in an IMC, including consistency of message, design, reinforcement, sales alignment, and media that can be utilized to create brand awareness. These media can be through direct messages, company websites, and using social media (Bilal et al., 2013). Marketing through social media is a form of company optimization to reach more channels and reach more comprehensive consumers. According to Prasetya, IMC activities performed through social media can form or create involvement from consumers in the form of purchases, reviews, and reshares (Santoso, 2018).

In social media, a brand does not only require to restructure messages yet basically requires new ways of how a brand can interact, monitor, and respond to their consumers (Ryan et al., 2013). According to Rahadi, social media is an online medium used to share information such as news, photos, and other views (Safitri et al., 2019). Instagram is one social media with many enthusiasts. Instagram is used by 59% of teenage users in the age range of 16-29 years (Sakti & Yulianto, 2013). This segmentation is very suitable for the GoKampus who aspires to reach consumers of this age range.

Instagram is the first social media platform designed specifically for image-sharing, launched by Kevin Systrom and Mike Krieger in 2010 (Otiende, 2018). In

2017, Instagram was used by 800 billion with 500 billion active users (Wisataone, 2018). The use of Instagram is in great demand given that it can reduce spoken words and symbols into images or videos (Wibowo & Sosiawan, 2018).

According to Atmoko (2012), Instagram has various features that offer users to be more creative given that they can make photos to be more artistic (Untari & Fajariana, 2018). Besides, Instagram also has three characteristics, particularly addressable, interactive, and response-measurable (Marta & Monica William, 2016), which makes Instagram a suitable marketing medium. If a company account like GoKampus can make each upload enjoyable, it will create a high level of engagement from its followers. A high level of engagement means that the message conveyed is successfully understood and in demand by the user. This engagement can take the form of likes, comments, and even up to the reshare stage (Halim, 2015). Paine (2011) explained that engagement is critical for a brand since it has three main functions, specifically 1) engagement is the first stage in building a relationship between customers and brands. 2) engagement will make consumers willing to help promote and protect the brand and generate brand advocates. 3) engagement that is formed with consumers will make a better product (Halim, 2015).

In the process of brand communication, GoKampus follows technological developments and the majority of target audiences use Instagram social media where engagement will be a significant achievement. Engagement is proof that brand communication has been able to attract the attention of the audience to be involved in it. Based on this background, researchers noticed that this phenomenon is interesting to explore, specifically how GoKampus handles social media to communicate the brand and one of its features, which is Instant Approval.

METHOD

This study uses a content analysis method by examining the contents of the video and text on the @gokampusofficial Instagram account. According to Holsti, content analysis is a technique of concluding by identifying specific characteristics or categories of a message objectively and systematically (Arafat, 2018). This study uses a qualitative approach or what is recognized as a Qualitative Content Analysis (QCA). QCA can be applied inductively or deductively, which involves three phases, particularly, preparation, organization, and reporting of results (Elo et al., 2014). This study uses inductive QCA because it will involve the subjectivity of researchers to develop or construct results from the data that has been obtained. This research will focus on four videos. The first 60-second video was uploaded on May 19, 2020, the second 37-second video was uploaded on May 26, 2020, the third 40-second video was uploaded on June 2, 2020 and the last 45-second video was uploaded on June 9, 2020.

This study will adopt one of the brand communication strategies as described above, mainly how the GoKampus brand identity will be developed through messages, then through the four videos on the @gokampusofficial account, the researcher will elaborate into four categorizations. Categorization according to Mayring (2018) is a formulation that will be accompanied by a theoretical and conceptual framework (Marta et al., 2019). The categorization includes: 1) message content related to GoKampus Instant Approval given that based on Machfoedz's (2010) narrative, the delivery of messages must focus on to two main factors, mainly, the message content must be product-oriented and

the level of consumer awareness must be established (Kurniawan, 2017). 2) the message content that represents the brand identity. Brand identity is essential in brand communication activities 3) video description or caption. A caption is a form of explanation that is indirectly persuasive therefore writing engaging captions benefits followers to capture and understand the meaning of the message (Irwanto & Hariatiningsih, 2019). 4) the number of viewers. This category reflects the popularity of the brand's activities on its social media. The more the number of viewers, it can be assumed that the upload gets special attention from followers (Indrianti, 2016).

RESULTS AND DISCUSSION

This study discusses four videos shared on the @gokampusofficial Instagram account. In this video, there are three main characters and supporting figures. The first figure is a smartphone or cellphone which is described as GoKampus and Instant Approval, the second character is a Form Paper as a conventional lecture registration form, the third is a laptop as a website or registration portal to a university, and for the supporting figures are humans or prospective students who utilize all the three tools.

Video 1

Video 1 in this first series serves as the opening episode of a series of stories (FIGURE 2). The video is one minute long and is shown on IGTV features. The beginning of the story shows the Laptop and Form Paper talking to each other. The message contained in the video emphasizes initial information regarding the lengthy college registration process. Then a man appears to put a cell phone on the Form Paper and raises questions from the Laptop and Form Paper concerning who is the cell phone. The cell phone replies that it was GoKampus. Through the browser feature, Laptop discovers about GoKampus and immediately finds information that GoKampus is an Instant Approval. Then the cell phone casually agrees to all the questions from the laptop, such as: "do you really have instant approval?", "Can you just upload report cards?", "There are hundreds of campus options?", "Can you really be that practical?". These questions are for ensuring however are still refuted by the Laptop and Form Paper by stating "haluuuuuu" (slang from hallucinating) simultaneously. This statement is a sign of distrust by the Laptop as well as the Form Paper. Not long after that, a notification message appears on the cell phone screen stating that the Man has been accepted
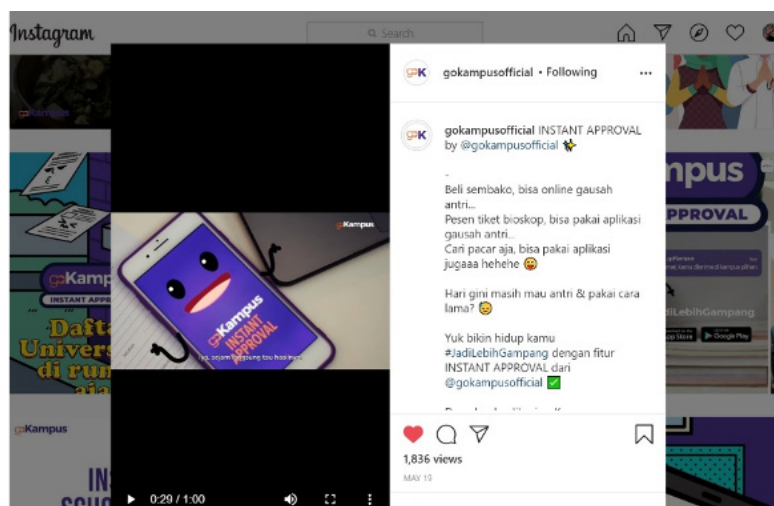

FIGURE 2. First Video Series

into university. The discussion regarding the video is as follows:

In category 1, specifically, message content related to Instant Approval, this category is filled with the message content in the video which emphasizes the function of Instant Approval, which is the ease of registering for college through report cards and having many choices of universities. Besides, the message notification appearance the cellphone clarifies that the prospective student has been accepted at the university.

In category 2, the GoKampus brand identity is explained in a fundamental difference, mainly the expression of a cellphone that looks more cheerful than a laptop and form paper. The video shows that the laptop is very sluggish since it is still waiting for the results of the announcement, while the Form Paper is made less expressive and looks like an older adult as a representation of the old way of registering college. This difference in expression implicitly explains that the GoKampus brand identity is joy. When utilizing the GoKampus application, prospective students will feel enthusiastic and happy, given that the process is swift and practical.

In category 3, that is captions, starting with capital letters with the words "INSTANT APPROVAL", which

explicitly explains that the video will tell concerning the Instant Approval feature. There is additional information in a satire form of "Are you still going to queue today & use the old method?" meaning as a complement to the Instant Approval function which can process quickly, aka instant. In the fourth category, the number of viewers reaches 1,836 or 10 percent of @gokampusoffical's followers. This is a rather good start and represents the number of people curious regarding the video.

Video 2

The second video is a continuation of the series (FIGURE 3). In this video, it emphasizes repetition or confirmation which states that through the GoKampus Instant Approval feature, within an hour, the college admissions announcement will be obtained starting from the characters who just woke up, where the laptop was looking for Form Paper which turned out to have been turned into fried wrappers. It can be noticed that in this second episode, the Man no longer considers Forms to be critical in their college registration process. However, even though it has been converted into food wrappers, Form Paper is still happy since at least it can be useful for other things. This indicates that Form Paper is no longer required as
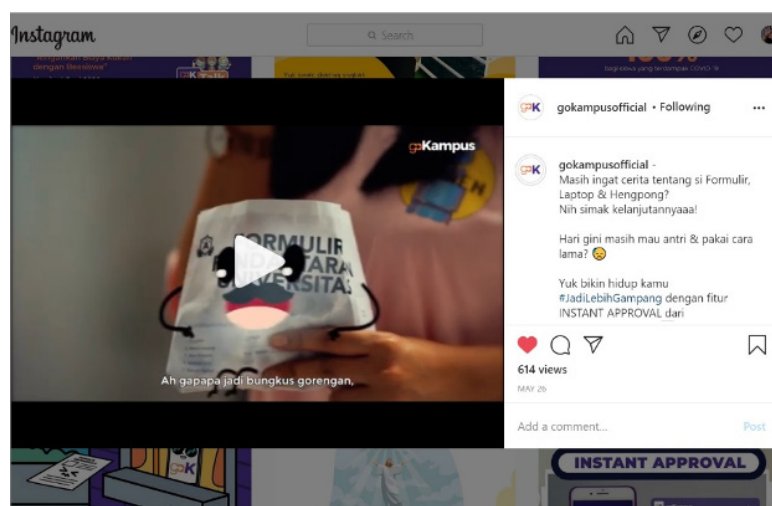

FIGURE 3. Second Video Series

a registration paper yet it is still happy given that it still possesses useful things. However, the Laptop and Form Paper still underestimate the cell phone and do not accept that Instant Approval can quickly process the registration and at the end of the video a notification message appears that the Man has been accepted at the University through Instant Approval. The discussion of the second video is as follows:

In category 1, the content's message focuses more clearly on Instant Approval. The brand identity category is no longer highlighted. This can be an initial representation and sense that the message concerning GoKampus itself has dissolved in the Instant Approval information. That GoKampus is an inseparable part of the Instant Approval.

In category 3, the caption is "Do you still remember the story about Form Paper, Laptop, and Cell phone? There, watch what happens next!", was made only as a reminder of the first video's story and shows that this second video is a continuation of the story of the first video. Then for category 4, there is a reduction in viewers from 1,836 to 614 only. Regarding this video which is shorter in duration than the first video, which is a 23 seconds difference means that the message viewers want to convey

is arranged more densely and quickly. However, the decrease in viewers is quite large, reaching 70 percent from the previous video, creating speculation that this second story is not very interesting or there is a possibility that the video viewing time is incorrect or does not coincide with the usage time of Instagram by @gokampusofficial followers.

Video 3

This third video was broadcasted one week apart with a duration of 40 seconds or a difference of three seconds longer than the second video (FIGURE 4). This third video tells Form Paper and Laptop which view the cell phone is being put away from them, and thus they think that the cell phone is no longer needed. Then the man appears and grabs the Form Paper which made them think that it was time for them to be utilized again with the sentence, "I have already been taken, I definitely will be scanned!", "Then after that, I will be uploaded, what an epic comeback!". It turns out that the man brings Form Paper to a paper shredder and the Laptop is surprised to see that happened, while the cell phone is relaxing while drinking a glass of juice after receiving a message notification of registration acceptance.

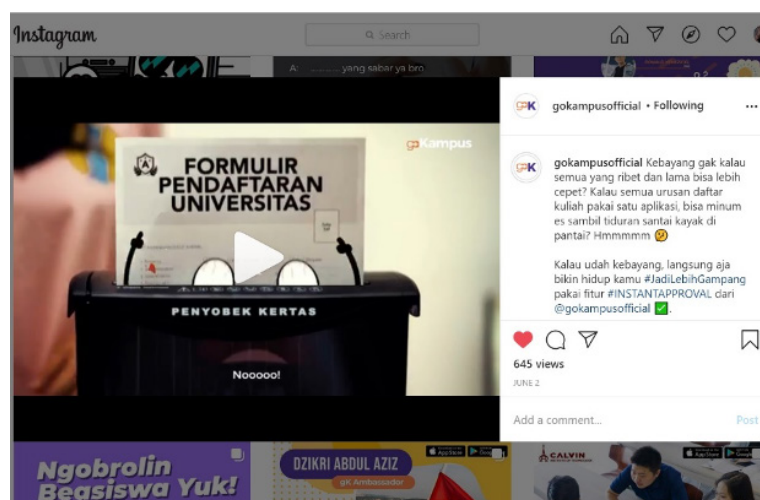Category 1 emphasizes the recitation

FIGURE 4. Third Video Series

of the sentence " he only has to upload a report card, and within an hour he is accepted to college!" uttered by Laptop. Category 2 is written in the caption "Can you imagine if everything that is complicated and takes a long time can be faster? If you use one application for all your college listings, you can relax while grabbing some drinks and just lie down?" The statement describes GoKampus functionally and is also clarified by the destruction of Form Paper. In the big picture, this video tells more concerning how the development of internet-based technology can shift conventional processes.The presence of a cellphone that already has the sophistication in every feature it possesses becomes one of the big competitors for old methods such as filling out forms on paper or the website of the university itself.

Category 3 means that the caption is a proponent of category 2, precisely GoKampus brand identity information as an application that can simplify complicated things; therefore, life can be more carefree. In category 4, the number of accounts viewing shows 645 viewers.

FIGURE 5. Comments on the Third Video Series

Even though it has a difference of three seconds, and the content of the message is more substantial, it does not significantly affect the number of viewers; however, in this video, it is attractive enough for the followers to comment as seen on FIGURE 5.

These comments are the origin of the creation of a relationship between the GoKampus and its followers. In turn, if it is properly maintained, it will affect deeper involvement such as the desire of followers to download the GoKampus application and even to the stage of using the Instant Approval feature.

Video 4

The fourth video closes the series of @gokampusofficial animated videos (FIGURE 6). The video shows a collection of university websites on one Laptop that prides itself on being the best. "I have a feeling that I'll be chosen first.", "No way, you're complicated, you have to be reuploaded.", "You know, it's gonna be me, they just need to fill me in.", "But your approval takes a long time". In this interaction, the websites pride themselves on being a website that could get faster approval, yet was then intercepted by a shout from the cell phone with "an hour." At the end of the video, the cell phone receives a college acceptance notification, which makes the websites stunned. Then the websites are closed as a hint that they are no longer needed.

In video 4, category 1 is further clarified by adding information on the duration of college admissions that will be accepted if registering through Instant Approval, which is only one hour. This video shows the message delivery consistency from the entire series due to the information on the benefits of Instant Approval. At the same time, for category 2, it is increasingly obscured or not exhibited in the video, yet it is re-written in the form of a caption or category
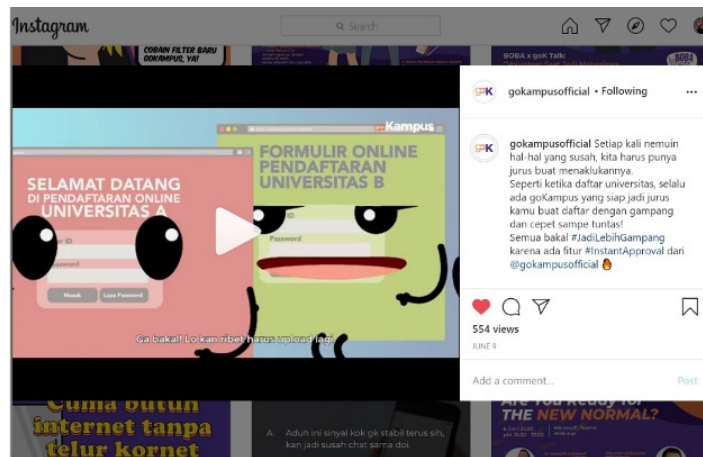
FIGURE 6. Fourth Video Series

3. Therefore, it is solely utilized as a proponent. In category 4, the number of viewing accounts has decreased to only 554 viewers. Besides, there were negative comments from one of the followers as seen on FIGURE 7.

This comment is a kind of mockery from the follower towards the small number of viewers. However, the Instagram admin of @gokampusofficial still responds as a step to try to clarify and try to get these followers to interact and offer assistant for consultation. The response from the admin of @gokampusofficial is a good thing. Therefore it creates an impression of being responsive and offering solutions.

DISCUSSION

From the discoveries above, the following discussion describes category 1, which is the message content related to GoKampus Instant Approval and category 2, that is message content that represents the GoKampus brand identity given of the link between the two. These findings reveal that GoKampus uses various content strategies that are in line with their target audience and reflects one of the main aspects of brand communication theory, specifically the presentation of brand identity. According to Aaker (1996), works of literature on branding suggest several strategies for the practice of brand communication, yet first and foremost is brand identity, especially for brands with presently low attention from the public (Chokpitakkul & Anantachart, 2020). The fourth video collage focuses on informing regarding Instant Approval as part of the GoKampus. Therefore, it can be assumed that Instant Approval is the identity of the GoKampus brand itself.

The brand identity that GoKampus emphasizes is through the Instant Approval feature as one of the differentiators from similar brands. The brand identity is repeatedly emphasized on the benefits and convenience that can be gained when using the Instant Approval feature through the GoKampus application. As explained above, brand
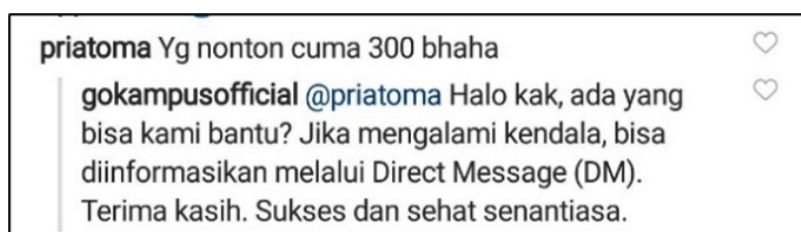

FIGURE 7. Comments on the Last Video Series

communication significantly affects long-term relationships. The initial stage can be in the form of brand awareness (Schultz, 2015). Brand awareness refers to the strength of a brand that is present in the minds of consumers. The simple strategy that GoKampus exercises in communicating its brand are to highlight its uniqueness. This can be noticed from GoKampus's way through Instant Approval in comparing itself with conventional methods offered by universities in the college registration process. Another strategy is to repeat statements on the benefits of the Instant Approval feature, which can create brand awareness. Therefore, it can be assumed that GoKampus has successfully entered the early stages of a brand communication strategy.

In category 3, that is video descriptions or captions; in the discovery, the caption was made as a supporting aspect that highlights the presence of the GoKampus application itself. Captions are short descriptions in uploads that help clarify the content (Amaliah Rosdiana, 2019). In this case, the caption made by GoKampus does not adequately explain the message content of each uploaded video. Captions tend to discuss applications rather than explaining video content concerning the Instant Approval feature. Although Instant Approval is part of the GoKampus, there is a need for consistency in the delivery of messages in each content. This can assist followers to understand the purpose of the uploaded content clearly. In this case, the company needs to be more consistent in sharing the contents of the message contained in the caption to minimize the emergence of double understanding which refers to miss-interpretation.

In category 4, that is the number of viewers, and it was observed that the number of viewers was low and it decreases with each video. This has an impact on brand engagement or the lack of followers' involvement with each video upload. This can happen due to the mismatch between the content broadcast time and the access time of Instagram by followers. Related to this, companies are obliged to focus on the best and potential time to upload each content hence it can improve the performance of the content itself. When brands can create involvement from their consumers, consumers will tend to express themselves through purchasing behavior, in this case, GoKampus followers can use the college registration services provided by GoKampus (Makatita, 2018). Consumers' involvement with brands can be presented in three levels, including consuming, contributing, and creating (Makatita, 2018), which is useful for building relationships. Based on the concept of Instagram as an interactive social media, the viewing of the GoKampus video does not have a significant impact on the involvement of its followers.

CONCLUSION

Based on the study it is concluded that the series of video content created by GoKampus shows its brand identity. GoKampus can create creative content with unique and dynamic storylines hence it fits the souls of young people or their target audiences who are 12th-grade students. This explains that GoKampus brand communication can effectively establish brand awareness concerning the brand and the Instant Approval feature itself by repeating or emphasizing the function of the Instant Approval feature and supported by a caption that is not rigid. It is just that brand communication through videos on Instagram is not enough to build brand engagement from its followers. This needs to be a concern for contents that will be uploaded in the future.

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